DAVI

January 11, 1956

Mr. Ralph H. Hall, Chairman
Radio and Recording Committee
DAVI---AERT
National Education Association
1201 Sixteenth Street, N. W.
Washington 6, D. C.

Dear Ralph:

I plan to attend the DAVI meeting in Detroit. Would some of these be the sort of thing you want? They are not available in all cases, but might stimulate thinking.

Sincerely,

Harry J. Skornia
Executive Director

HJS:jy
Enc: Radio & TV Program Ideas

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

RECEIVED
NAEB HEADQUARTERS
JAN 10 1956
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

President
JAMES W. BROWN
Supervisor, Instructional Materials Center, University of Washington

First Vice-President
PAUL W. F. WITT
Associate Professor of Education, Teachers College, Columbia University

Second Vice-President
HERBERT R. JENSEN
Director, Instructional Materials Center, Colorado State College of Education

Executive Secretary
J. J. McPHERSON
Director, Division of Audio-Visual Instructional Service, National Education Association

Delegates at Large
LEE W. COCHRAN
Executive Assistant, Extension Division, State University of Iowa

E. WINIFRED CRAWFORD
Director, Audio-Visual Education, Montclair Public Schools, N. J.

IRENE F. CYPHER
Assistant Professor of Education, New York University

AMO DE BERNARDIS
Director, Instructional Materials, Portland Public Schools, Oregon

CARLTON W. H. ERICKSON
Director, Audio-Visual Aids Center, University of Connecticut

LESLIE E. FRYE
Director, Division of Visual Education, Cleveland Public Schools, Ohio

JOSEPH T. NERDEN
Consultant, Audio-Visual Education, Connecticut State Department of Education

FRANCIS W. NOEL
Chief, Bureau of Audio-Visual Education, California State Department of Education

CHARLES F. SCHULLER
Assistant Director, Bureau of Visual Instruction, University of Wisconsin

LELIA TROLINGER
Director, Bureau of Audio-Visual Instruction, University of Colorado

January 9, 1956

Dr. Harry Skornia, Executive Director
National Association of Ed. Broadcasters.
14 Gregory Hall
Urbana, Illinois

Dear Dr. Skornia:

Suggestions that have been forthcoming from all of you seem to resolve into two catagories: First, Selection; Second, Evaluation and that all of us would work in both catagories but have primary responsibility in one.

Selection:

We all hear from time to time of excellent programs being developed by various schools and stations. Could each of you take time to write a short note every six weeks or so about a program or series which has come to your attention? The information would include: Station or School producing the program; Subject area or areas; intended audience level; length of program; where heard; type of program (dramatic, narrated, musical, etc.)

Various National organizations will be contacted for materials being developed by constituents. These groups may also be asked to assist in evaluation.

Evaluation:

This office would attempt to acquire the programs suggested and would circulate the committee for possible evaluation centers. The members conducting evaluation would have the programs utilized with groups or in a classroom with teachers who use good utilization technique.

With the DAVI meeting being held March 12-16 could I ask that we be ready to discuss these proposals in detail sometime during that period? Can you let me know if you plan to attend the Detroit meeting? If you are not, will you outline your thinking so that you can be represented there?

Sincerely yours,

Ralph H. Hall

Ralph H. Hall, Chairman
Radio and Recording Committee
DAVI---AERT

RHH:mal

Enclosure

CRITERIA FOR JUDGING TAPE PROGRAMS

Aim of Series

Series should fill a need.	Yes	No	Questionable
Does it give the teacher new information not in texts and available reference materials?	___	___	___
Does it present a fresh approach to subject matter content?	___	___	___
Does it bring authorities and interesting personalities into the classroom?	___	___	___
Does it provide techniques for and clues to good teaching?	___	___	___
Does it capitalize upon the unique qualities of tape--	___	___	___
--its immediacy	___	___	___
--its friendly intimacy	___	___	___
--its power to stir imagination	___	___	___
--and encourage creativity to aid the teaching process	___	___	___
Does it stimulate teachers to find new materials and new approaches to daily tasks?	___	___	___
Does it support and amplify the teacher's efforts to develop--			
--good citizenship	___	___	___
--good character	___	___	___
--good human relationsh ps	___	___	___
--understandings and appreciations	___	___	___
--better ways of living	___	___	___

Content

Content should have worth and teaching value.

Is the content suitable to the age level for which it is planned?	___	___	___
Is there challenge in it?	___	___	___
Does it offer the slow, the average, and the fast mind something for satisfaction?	___	___	___
Is the information accurate and honest?	___	___	___
Is the producer's opinion supported by sound research, authority, and knowledge?	___	___	___

Content-Continued	Yes	No	Questionable
Does each program lead to an extended learning experience rather than provide merely a good listening experience?	___	___	___
Is the series keeping pace with and/or leading today's educational thinking and planning?	___	___	___
Is the series useful on a regional or national level?	___	___	___
Does it give a balanced picture of life and the society in which children live?	___	___	___
Does it observe the standards of good taste and good manners, avoiding bad grammer, poor enunciation, name-calling?	___	___	___
Does the length of the series compare realistically with the time spent on a particular phase of the curriculum?	___	___	___

Format

The format should be suitable for material and age group.

Does the material lend itself to the format used?	___	___	___
Does the format get in the way of the desired outcome?	___	___	___
Is the approach creative, one that will heighten the purposes which the broadcasts are designed to serve?	___	___	___
Is the format suitable for age of listeners?	___	___	___

Script

The script should have integrity and excellent quality.

Is the script handled with integrity?	___	___	___
Is the writing good?	___	___	___
Is it really a radio script?	___	___	___
Is the vocabulary suitable for the grade level for which the program is intended?	___	___	___
Is the writer aware of classroom situations and teaching techniques?	___	___	___
Does the script stimulate constructive activity and interests?	___	___	___
Does it enrich the child's conception of the world in which he lives and the people and events that make up that world?	___	___	___

Production and Performance	Yes	No	Questionable
Production and performance should be of the best.			
Does the production do justice to the script?	___	___	___
Are the characters brought to life, the information handled with finesse?	___	___	___
Is the production sincere?	___	___	___
Does it avoid high-powered, slick, overdone techniques?	___	___	___
Are the characters honestly portrayed? Believable?	___ ___	___ ___	___ ___
Is the speaker or narrator communicating, or is he or she just talking? Is there a ring of sincerety and understanding?	___	___	___
Do the sound effects contribute to the whole picture? Have they a place in the broadcast? Are they honest? Are they overdone? Distracting?	___	___	___
Does the music, if any, enhance the effectiveness of the program or get in the way?	___	___	___
Is the pacing right for the content and for the intended audience? Does it make for a comfortable, fruitful listening experience?	___	___	___
Does the simplicity and clarity of the production give promise of meeting the demands of the age group for which it is intended and the competition of bad acoustics, reflections, distracting noises, and the inadequacies of many classroom receivers?	___	___	___
Technical			
The technical quality should be excellent.			
Is the quality of recording good?	___	___	___
Are voice and music reproduced faithfully?	___	___	___
Is the tape free of noise?	___	___	___
Can the program be heard clearly and comfortably in the average classroom with its acoustical and reception problems?	___	___	___
Are the volume levels of various elements of the program disturbing?	___	___	___

February 29, 1956

Mr. Ralph H. Hall, Coordinator
Audio-Visual Center
Kent State University
Kent, Ohio

Dear Mr. Hall:

Dr. Skornia has been out of the office for some time on an extended business trip, so I am replying to your letter of February 24.

Although Dr. Skornia will be attending the meeting in Detroit, he will be in the office less than a week between now and that time, and I'm afraid he would not have an opportunity to prepare adequately to chair the sub-committee as you propose.

I am replying, rather than waiting for Dr. Skornia, in order that you might contact someone else to assume these responsibilities. I regret our inability to be of assistance, but the demands on Dr. Skornia's time have been so heavy recently that it would be impossible for him to assume new duties.

Sincerely,

Harold E. Hill
Associate Director

HEH:jy

KENT STATE UNIVERSITY
KENT, OHIO

February 24, 1956

Harry Skornia
Executive Secretary, NAEB
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Hey, how would you react to our doing something about Radio at the Detroit meeting? In fact, I wondered about a sub-committee to handle this portion of the total Committee. You can see immediately what I'm leading up to. Would you handle this end?

All I can think of at the moment is a development of organization and problems to be tackled in the next year or so.

Nothing like overloading a workhorse---- but you are up to it. Let me know your reaction.

Sincerely yours,

Ralph H. Hall

Ralph H. Hall, Coordinator
Audio-Visual Center

RHH:caw

CC: Ann Hyer

RECEIVED
NAEB HEADQUARTERS
FEB 27 1956
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

March 7, 1956

Mr. Ralph H. Hall, Coordinator
Audio-Visual Center
Kent State University
Kent, Ohio

Dear Ralph:

Please feel free to contact originating stations directly for the programs you list in your February 23 letter. We'll help where indicated, and lend moral support. But we don't have them and you'd have to get from the source in each case anyway.

Credit to the originating station is all that would be required except those explicitly on or from our Network.

Our best. See you in Detroit. Staying at the Sheraton-Cadillac.

Regards.

Sincerely,

Harry J. Skornia
Executive Director

HJS:wc
cc: Bob Underwood

KENT STATE UNIVERSITY
KENT, OHIO

February 23, 1956

Harry Skornia
Executive Secretary, NAEB
14 Gregory Hall
Urbana, Illinois

Dear Harry:

I read the ideas and what is being done with considerable interest. Needless to say, terrific material was included.

"Images" -- Does the commentary cover the program and could we suggest given titles of book references that could be used with the taped commentary?

"Quiz the Professor" sounds good
"Musical Storybook" has excellent possabilities.
"Summer High School Make-Up Course" has great possabilities.
"Symphony Time," "Short Stories," "Book Reviews" (WBAA) have possabilities
"World Tour" (KSLH) Sounds excellent
"Youth Topics" (WUOT) Would be excellent
"Safety Begins Before Breakfast" (WUOT) would be very worthwhile.
"Critics Choice" might have release complications but would be excellent
"Faculty Forum" would be excellent.

FES
See

Should I, or will you see if these are available and whether we could consider including them in our listings (giving due credit to the originating station and NAEB) I would also suggest that they be listed "Not for Broadcast except with NAEB permission".

Sincerely yours,

Ralph H. Hall

Ralph H. Hall, Coordinator
Audio-Visual Center

RECEIVED
NAEB HEADQUARTERS
FEB 24 1956
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

RHH:caw

DAVI -
catalog +
depository

1/ do you object
2/ will you ship tape to DAVI
3/ should interested parties
apply

March 1, 1956

Mr. Ralph H. Hall, Coordinator
Audio-Visual Center
Kent State University
Kent, Ohio

Dear Ralph:

I'm just in the office for a day after several weeks on the road and before leaving again in the morning. Haven't been under this kind of pressure for some time and regret that I can't be of more service to you for the next six weeks or so.

I'm asking Bob Underwood, our Network Manager, to investigate, from the producer of each of the series in which you are interested, the attitude with regard to your listings and the clearance status of all rights and talent. As soon as he receives this information, I'm asking that he send it on to you directly so that those programs which can be listed in your next revision may be included.

Sincerely, in haste,

Harry J. Skornia
Executive Director

HJS:cr

Dr. Skornia

Dr. Skornia:

Re the attached: ~~xxx~~ it appears that the Network has never carried any of these programs. This is the conclusion reached after examining the tape utilization charts, all the old offerings (in-school and general), and all old submissions (in-school and general). I have asked Glenn and Janet if they ever heard of these programs. Glenn says no; Janet recalls reading about a couple of them in press ~~xxxxxx~~ releases received, but says that we never carried them.

It has dawned on me that the Network would never carry a series entitled: "Summer High School Make-Up Course," one of the programs Hall requested information about. Perhaps he has our programs mixed up with somebody else's list of programs.

Do you have any suggestions on future action?

Bob

3/7/56

March 7, 1956

Mr. M. McCabe Day, Director
Audio-Visual Center
School City of Huntington
Huntington, Indiana

Dear Mac:

Another hasty note, after re-reading your letter. I arrive Monday afternoon. I haven't seen a program and don't know when I'm on, except Tuesday at 10 a.m.

I'd also like to get you together with Ralph Hall and others, because I am now back from a "Joint Committee" meeting of Audio-Visual people (it was chaired by Don Williams of Syracuse, who said he was often tempted flatly to oppose ETV, for example), which also greatly worried me by aiming at being "the god" of all teaching materials.

I'll count on time to "counsel together" with you men, and shall ask that you be included in the Hall meetings, if possible, since you're both audio-visual and radio-TV. I'll be staying at the Sheraton-Cadillac. Leave me a couple of suggested pow-wow days and times, and we'll get together with any persons you'd like to include, informally.

Sincerely,

Harry J. Skornia
Executive Director

HJS:jy

DAVI trip

March 5, 1956

Mr. M. McCabe Day, Director
Audio-Visual Center
School City of Huntington
Hunting, Indiana

Dear Mac:

Quite mystified by your letter. In paragraph one, what do you mean by "holding" for this change?

Marguerite Fleming and one or two others oppose letting their tapes go to Tape Repository. My ideas (and I think Schooley's) are essentially the same as yours, I believe, though I've had to read yours hastily in the "between trips" stage.

I've reassured many people by the example you, McKown and others have given. Maybe we'll have time to talk a bit more in Detroit.

Regards,

Harry J. Skornia
Executive Director

HJS:cr

"The Voice of the Schools of Huntington"

Audio - VISUAL CENTER

WVSH FM

SCHOOL CITY OF HUNTINGTON
HUNTINGTON, INDIANA

M. McCABE DAY
DIRECTOR
TELEPHONE: 1006

OFFICE: ROOM 220
STUDIOS: ROOMS 213, 215, 217
HUNTINGTON HIGH SCHOOL

RECEIVED
NAEB HEADQUARTERS
MAR 5 1956
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

March 3, 1956

Dr. H. J. Skornia, Ex. Dir. NAEB
14 Gregory Hall
Urbana, Illinois

Dear Harry:

You may be aware that there is a dispute within DAVI of NEA concerning the organizational scope to be followed and comparative emphasis to be given to audio-visual materials, as indicated by the name of its new publication, Instructional Materials. Recently I heard that NAEB has been approached to consider affiliation with, or at least to lend its support to, DAVI, and it was reported to me that NAEB has been holding for this change in DAVI to include all areas of instructional materials, and to include many groups of educational workers, including librarians. For one, I am disturbed to hear this.

If I can analyze the situation correctly, and put together my experience as a member of both DAVI and NAEB, I am inclined to think that this attitude, if it is the attitude of NAEB leadership, comes from the experiences on some university campuses where there has been little cooperation between the radio and the audio-visual departments. There may be a fear in the minds of some NAEB leaders that joining DAVI might tend to place them UNDER audio-visual leadership, while a broad inclusion of many instructional materials groups would tend to reduce the audio-visual leadership and place all on a common basis. I can understand how this feeling may arise among some university broadcasters.

However, some of us in the field of public instruction believe that audio-visual needs individual emphasis, apart from some other instructional materials, if for no other reason than that experience seems to indicate that audio-visual utilization has largely been developed by those who were not limited in their thinking to the traditional instructional materials. For instance, the most extensive utilization of radio series in any of the public school radio stations in Indiana has come in New Albany and Huntington where radio has been accepted as a part of audio-visual and has been promoted by the audio-visual center. The stations that are failing to serve the classrooms, and therefore are having a more difficult time adjusting themselves and justifying themselves, are those without this strong audio-visual approach. An exception may be made of Gary, where the station is a part of the audio-visual department, but the misfortune was that it began largely as an individual school station and the Gary plan has tended to centralize grade schools around their associated high school. Furthermore, 10 watts was not enough power for Gary.

The thing I am trying to point out is that DAVI may emasculate its position of leadership in AV by trying to take in so many areas, largely for the purpose of increasing revenue through more memberships. Actually, I would say that DAVI has little to offer NAEB. Of the two, I have been much more impressed by NAEB. DAVI has had quite ineffective leadership much of its history, since it was mainly a stepping stone for someone out of a good job and looking for a good job. It has served several of its executive secretaries well in this respect. Its lack of membership has probably been due to lack of program or service. It has still not found any particularly effective means of serving the AV field, although it has made greater attempts in recent years. Yet the group within DAVI that is trying to make this "broad" approach to instructional materials is also the group that was responsible for trying to minimize the importance of educational television under the argument that there were still not enough projectors in schools, so audio-visual people should not think of radio or television until schools had enough motion picture utilization. Now, however, the pressure to increase the membership of DAVI has suggested the inclusion of as many groups as possible.

Many of us in the audio-visual field also know the efforts being made by school library leadership to "take over" the audio-visual field by this device of "instructional materials center," with the certification requirement that a person trained in library science shall be in charge. That has been done in some places, and we in Indiana have tried to meet such an attempt in this state by setting up an audio-visual certificate. The problem is still not settled, however.

The audio-visual people have been "deaf" in the past to the value of radio. Not until the advent of television could some of them "see" the place of broadcasting in instruction. Similarly, many radio people thought of broadcasting merely as a means of cultural service to their university community and as a laboratory for the training of persons in the radio department. The audio-visual people, who had ignored radio, thought they would assume control of television because the medium used projectors. The radio people, because they had had long experience in broadcasting, assumed they would continue with television, and in the main they were correct and it has turned out that way. But this, too, has sometimes led to apprehension on the part of the former radio people concerning what audio-visual might try to do. On the university level, this is an important matter, involving prestige, position, and salary. On our public school level, many of us have sensed that the important thing is to consider broadcasting as essentially a teaching tool, the same as we do projected material.

Perhaps it is difficult for you to understand just exactly how some of us feel in this matter. The new Audio-Visual handbook, just distributed by our state department, has more emphasis upon broadcasting than I think you will find in any other such publication, or any publication by any other group interested in other instructional materials. That is due to the influence of McKown and me, since our use of broadcast material in our schools could not be ignored, even by those not yet committed to such use.

I am taking too much of your time, and probably the only way really to consider the matter is by personal conversation. I intend to be at the Detroit meeting of DAVI. If you are there, I shall hope to be able to talk with you, and other NAEB persons who are interested in this matter. Essentially, DAVI is a public school organization, in that NEA includes many more public school members than university or college. What goes on at the university level should not be set as a pattern for the public school level, for the two are distinctly different in organizational approach. If audio-visual materials are truly of value, they require enough supervision to demand a person who can devote himself to that area, and not spread into many other areas. Even in our rather small system, the attempt to include all instructional materials under one head would be ludicrous, and would simply mean the end of much emphasis on audio-visual. I simply can't get done all the things I want to do in audio-visual. What if this were under one who had library service, various classroom items such as maps and charts, and everything else the teacher may need?

If I have been completely off the track in this letter, please let me know. It was the result of some things I heard, and perhaps the reports were not entirely accurate, since the person who gave them is not familiar with the background of NAEB or its activities. "Thanks for listenin'."

Sincerely,

M. McCabe Day, Director
Audio-Visual Center - Station WVSH

THE SCHOOL WEEK

Published Weekly by the Audio-Visual Center - School City of Huntington

HUNTINGTON, INDIANA FEB. 27-March 2

FILM SCHEDULE

TITLE OF FILM	AREA OF USE	TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Little Red Hen	Kindergarten	11	State	Lincoln	Riley	Mann	Central
Ugly Duckling	Grade 1	12	Tipton	State	Lincoln	Riley	Mann
Jean and Her Dolls	Grade 2	7	Central	Tipton	State	Lincoln	Riley
Shell Fishing	Grade 4	11	Mann	Central	Tipton	State	Lincoln
Let's Share with Others	Grade 5	11	Riley	Mann	Central	Tipton	State
American Cowboy	Grade 5	30	Lincoln	Riley	Mann	Central	Tipton
Wings to Finland	Grade 6	22	Central	Lincoln	Riley	Mann	
Cattle and the Corn Belt	Grade 7 Geography	20	Mann	Central	Lincoln	Riley	
Song of a Nation	Grade 7 History	18	Riley	Mann	Central	Lincoln	
This Too, Is Sabotage	Grade 8 Civics	26	Lincoln	Riley	Mann	Central	
The Coming of Reptiles	Grade 8 Gen Sci	fs		Central	Lincoln	Riley	Mann
The Rise of the Dinosaurs	Grade 8 Gen Sci	fs		Central	Lincoln	Riley	Mann
Erosion	Grade 8 Gen Sci	10	Central	Lincoln	Riley	Mann	...
Getting Along With Parents	PTA	14			Lincoln		
American Folk Heroes Johnny Appleseed	Michael	fs	Mann				
Meet Your Federal Government	HS Civics	16	HS 301				
Pipaline Pioneer	HS Economics	29			HS 211		
Heredity and Environment	HS Sociology	11	HS 301				HS 214
Andrew Carnegie	HS History	18			HS 211		
Principles of Electricity	HS Phys-Chem	27	HS PD				
Nine Basic Systems of the Human Body	HS Biology	11	HS 301			HS 212	
Functions of the Body	HS Health	15	HS 301				
Facts About Fabrics	HS Home Ec	26				HS 211	
How to Read Plays	HS English	10				HS 212	
The Whole Armor	HS Bible	20	HS 212				
News Magazine of the Screen	HS Soc Studies	22					HS 212
Eskimo Arts and Crafts	HS Art	21		HS 212			
The Home	HS Bible	17		HS 212			

FILMS FOR WEEK OF MARCH 5-9

Shep, the Farm Dog	Kindergarten	10
Tippy, the Town Dog	Kindergarten	11
Let's Visit a Poultry Farm	Grade 1	10
Children of Switzerland	Grade 3	11
Whale Ho!	Grade 4	10
Geography of Rocky Mountain States	Grade 5	11
	Grade 6	9
Laplanders	Grade 7 Geography	10
Making of Cotton Clothing	Grade 7 History	11
Life in Old Louisiana	Grade 8 Civics	11
Right or Wrong	Grade 8 Gen Sci	fs
Triumph of the Dinosaurs	Grade 8 Gen Sci	fs
Age of Mammals	Grade 8 Gen Sci	19
The Fossil Story		

George Rogers Clark	Michael	fs
Centralization and Decentralization	HS Civics	18
The Feebleminded	HS Sociology	41
Teddy the Rough Rider	HS History	19
Conservation of Natural Resources	HS History	11
Nation's Building Stone	HS Phys-Chem	19
Drama of Portland Cement	HS Phys-Chem	30
Endocrine Glands	HS Health	11
Alcohol and The Human Body	HS Health	14
Starring Nylon Stockings	HS Home Ec	20
Day's Work	HS Bible	19
German Language	HS German	18
This Amazing World of Television-Electronics	HS Economics	15

An Indiana University extension class in an audio-visual course may be offered in Huntington High School next fall if enough teachers are interested in it.

L. C. Larson, director of the Audio-Visual Center at IU, replied to an inquiry from Mr. Day to the effect that it will likely be possible to schedule a class if a request is made soon enough.

Courses might be offered in R523 Utilization of Audio-Visual Materials or R543 Preparation of Inexpensive Instructional Materials, each with graduate credit.

To learn if there is enough interest to assure a class, a blank is provided for each person to report his intention. These blanks should be sent to Mr. Day by March 15.

The class will be open to teachers in the city schools, in the county schools, and in nearby cities, who may find it convenient to come to Huntington. The course to be offered will depend upon the choices indicated by teachers.

Interest in audio-visual courses has been increased because of the ruling of the state commission requiring coordinators with five semester hours in audio-visual work to qualify the building for certification.

FM - 91.9 mc
10 Watts

RADIO STATION WVSH

"The Voice of the Schools of Huntington"
Huntington - Indiana

Feb. 27-March 3
1956

Member National Association of Educational Broadcasters

TIME	MONDAY 2/27	TUESDAY 2/28	WEDNESDAY 2/29	THURSDAY 3/1	FRIDAY 3/2
8:45	ALPHABET OF SCIENCE Write				YOUR INDIANA Boys in Blue
9:00	TIME OUT FOR MUSIC George Washington Celebrates a Birthday	AMERICANS TO REMEMBER Elias Howe 1-19	GIANT STORY BOOK Teeny Weeny Town I (Judy Fouts)	HOW IT BEGAN Batter up!	GIANT STORY BOOK Teeny Weeny Town II (Judy Fouts)
9:15	ALPHABET OF SCIENCE Write	KNOW YOUR NEIGHBOR Charles Darwin 5		PLAY ALONG TIME Let's Go For a Surprise	
9:30	THE UN STORY Tribute to Albert Schweitzer 55/19	MUSICAL MGR Meet Your Friends	UNCLE DAN 1-19 Fleetfoot: The Elk	YOUR INDIANA Boys in Blue	TIME OUT FOR MUSIC George Washington Celebrates a Birthday
9:45	INSIDE STORY (Akers-Brown)	LET'S TAKE A TRIP Let's Visit Switzerland (Caley-Lendin)	MASTERWORKS FROM FRANCE 27 Guy Roparts	CLOUDS AND KINGS Last Flight Over	YOUR INDIANA Boys in Blue
10:00	ALPHABET OF SCIENCE Write	MAGIC STAIRCASE Poems about Animals (Atkinson)			HHS CONCERT College Choir (Janetzke)
10:15	JUST WHY STORIES Weatherman-All Days Are Not the Same	AMERICANS TO REMEMBER Elias Howe 1-19	HISTORY HIGHLIGHTS The Carpetbaggers	GROWING UP Making the Grade	ASK THE BIOLOGIST Gardening
10:30	LADY STORYTELLER Squeegy Bug	MEN OF NOTE Dicussion of Berlioz	LET'S FIND OUT We Roll Along 1-19	UNCLE DAN Fleetfoot: the Elk	MUSICAL MGR Meet Your Friends
10:45	INSPIRATION TIME Unusual Religious Music	AMERICANS TO REMEMBER Elias Howe 1-19	LADY STORYTELLER Squeegy Bug	KNOW YOUR SCHOOL Birpus School Students	WORLD AT YOUR FINGERTIPS Music and Music Makers
1:00 1:15	MASTERWORKS FROM FRANCE 25 Darius Milhaud	MASTERWORKS FROM FRANCE 26 Selections from "Le Livre des Mesleptes"	MASTERWORKS FROM FRANCE 28 Jean-Baptiste Lulli	MASTERWORKS FROM FRANCE 29 Rene Challan Yvonne Desportes	IT WAS ALL VERY STRANGE The Rolled-Up Sidewalk YOUR INDIANA Boys in Blue
1:30	ADVENTURES IN RESEARCH 620 The Overlooked Housefly	EXCURSIONS IN SCIENCE The Scale of the Universe 638	THROUGH THE OPERA GLASS Madame Butterfly (Owen)	THE PODIUM Overture (Hudson)	CITIZENS OF TOMORROW SPEAK Should We Adopt the United Fund Method of Giving
1:45	SONGS OF THE POETS What Riches Have You (Pat Pugh-B. Caley)	MEET THE COMPOSER Beethoven: Sonata No. 23 (B. Sutton)			
2:00	ALPHABET OF SCIENCE Write			STORIES ON PARADE Rip Van Winkle (Sue Ramey)	KNOW YOUR NEIGHBOR Charles Darwin 5
2:15	JUST WHY STORIES Weatherman-All Days Not the Same	POMP, PAGEANTRY, and PROGRESS Lord Byron (Owen)	MUSICAL MGR Meet Your FRIENDS		PLAY ALONG TIME Let's Go for a Surprise
2:30	LADY STORYTELLER Squeegy Bug	LET'S FIND OUT We Roll Along 1-19	TIP TOP TWINS Archie Ape Goes Visiting 1-19	MUSICAL MGR Meet Your Friends 6	LADY STORYTELLER Squeegy Bug
2:45	UNCLE DAN Fleetfoot: the Elk 1-19	OPEN THE DOOR 1-19 The Kindness of the Crocodile II	HOW IT BEGAN Batter Up!	JUST WHY STORIES Weatherman-All Days Not the Same	WORLD AT YOUR FINGERTIPS Music and Music Makers
3:00	STORYLAND Elephants	PURDUE BAND SHOW 6	LET'S SPELL 8th Grade Pupils (Lockhart)	FISH, FOREST, AND FIELD Local Birds (Stan Birpus)	VIKING NEWS Regional Forecast (Hosler-Musselman)

SATURDAY - March 3 - 10:00 to 11:00 a. m. - IT'S ALL YOURS: Teen-age Record Request Program (Beth Safford)
1:00 p. m. - REGIONAL TOURNAMENT: Marion Field House
8:00 p. m. - REGIONAL TOURNAMENT

"In science, a new chemical process excites the profession, and all are alert to find out about it and what it means. In medicine, a new drug is quickly analyzed, and a new vaccine will be tried on a national scale. In humanities, a new journal is read and appraised.

"The parallel is clear. In television we have a great new force in communication. To ignore its potential for teaching is neither scholarly, nor professional, nor sensible in the presence of the overwhelming load ahead."

Dr. David Henry, Pres. U. of Illinois

RECEIVED
NAEB HEADQUARTERS
SEP 14 1955
AM STATION KSLH PM
7 8 9 10 11 12 1 2 3 4 5 6

MEMO from

Thanks —

M.T.

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

RECEIVED
SEP 10
NAEB HEADQUARTERS

September 8, 1955

Officers and National Delegates
WALTER A. WITTICH, *President*
Director, Bureau of Audio-Visual Instruction, University of Wisconsin

L. C. LARSON, *Vice-President*
Director, Audio-Visual Center, Indiana University

LEE W. COCHRAN, *Past President*
Executive Assistant, Extension Division, State University of Iowa

WALTER S. BELL
Director, Audio-Visual Education, Atlanta (Ga.) Public Schools

IRENE F. CYPHER
Associate Professor of Education, New York University

AMO DE BERNARDIS
Assistant Superintendent, Portland (Ore.) Public Schools

ROBERT deKIEFFER
Director, Bureau of Audio-Visual Instruction, University of Colorado

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

ELIZABETH GOLTERMAN
Director, Division of Audio-Visual Education, St. Louis Public Schools

HENRY R. McCARTY
Director, West Texas Cooperative Audio-Visual Service, Texas Technological College

J. J. McPHERSON
Director, Audio-Visual Consultation Bureau, Wayne University

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff
FLOYDE E. BROOKER
Acting Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Administrative Assistant

MARY C. WELCH
Administrative Assistant

Audio-Visual Communication Review
WILLIAM H. ALLEN, *Editor*
Department of Cinema
University of Southern California
Los Angeles 7, California

Dr. Harry J. Skornia
Executive Director
National Association of
Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Last month I received a letter from Kenneth M. McIntyre, Head of the Bureau of Visual Education at the University of North Carolina. He was offering to submit to the national tape repository a series of 26 taped radio dramas from a series entitled American Adventure.

Mr. McIntyre further stated that the matter had been cleared with you.

Since he brought up the matter of clearance with NAEB, I am wondering if this series is one which you carry, and therefore one which we should not include in the DAVI-AERT catalog. I will appreciate an immediate reply as I am now working on the supplement to the tape catalog.

In addition to this series from North Carolina, I would appreciate knowing if any of the following are carried by NAEB:

Radio House, University of Texas

Trio for Easter
Parade of American Music
Stories in the Wind
That's the Law
Trio for Christmas
Theater of Music

American Forestry Institute

Adventures of Peter Pine

U. S. Office of Education

The People Act

Kent State University

Old Tales and New
Prenons Francais

Oregon School of the Air

Radio in the Classroom

University of Oklahoma

A Place on the Team

University of New Mexico

Career Counselor

We are also considering adding some programs submitted by the Education Division of the Canadian Broadcasting Corporation, but I assume that these would in no way conflict with the programs you distribute.

I will appreciate hearing from you as soon as possible.

Sincerely yours,

Anna L. Hyer
Assistant Executive Secretary

ALH:rg

September 12, 1955

Miss Anna L. Hyer
Assistant Executive Secretary
Department of Audio-Visual Instruction
National Education Association
1201 Sixteenth Street, N. W.
Washington 6, D. C.

Dear Ann:

Here's as quick a reply as we can manage on yours of September 8. The items mentioned on page 1 of your letter are all programs for which we have no objection to your distribution for non-radio use.

The series listed as from Kent State University, OLD TALES AND NEW, is the NAEB's in-school series of 1953. However the series we ran was from KUOM, the University of Minnesota, rather than from Kent State. Pending this clarification, and subject to proper checking and credit, as well as origination permission, we would guess that we have no reason not to give our blessing to this series as well. We are not familiar with PRENONS FRANCAIS, and don't believe we have carried this.

The last three are series which will have to be negotiated for directly with the originating institution, of course. We would hope that in each case these are not new series which the institution contemplates offering to the Network. We are not familiar with any of them, and would think that your non-radio use distribution would be justified.

Finally, the CBC programs would also have our blessing, as far as I know.

The above comments result from consultation with John Holt, our Network Manager.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cr

Sept. 12

The reference to AMERICAN ADVENTURE would, I believe, include the first two series, not the third now in production .

Several years ago we carried 13 PEOPLE ACT programs, but we don't even have the tapes any longer.

OLD TALES AND NEW is an NAEB in-school series from 1953, one of the few series from that year that we do not still have in our in-school file. However, the series we ran were from KUOM, not Kent State University.

I don't think we have any rights or any further interest in the PEOPLE ACT series.

I agree that we should hang onto the AMERICAN ADVENTURE series for at least a year or two before releasing to anybody outside NAEB.

As for the in-school series, the committee thinks that the right to release should belong to the originating station only, and that the station should be discourgaged from releasing to any but NAEB. We are holding most of the in-school tapes now with a view to re-release at later dates.

Proposed - to bring together all under one roof —
we rush more schools than children
" homes than schools
Don't see selves as not materials people —
go to teachers - & depts — never going to try to coordinate all ed.

Cf. NYC - Dept of TV

NOTES FOR DAVI CONVENTION PANEL PARTICIPATION

TUESDAY, MARCH 13 - 10 TO 11:30

"LEADERSHIP IN PROFESSIONAL INTER-GROUP RELATIONS."

(CONFERENCE THEME: "AUDIO-VISUAL LEADERSHIP FACES EDUCATIONAL REALITIES)

Co-op DAVI-NAEB share each others materials

1. THE NEED FOR REALISTIC RECOGNITION OF WHAT ETV AND EDUCATIONAL RADIO CAN DO.
2. THE NEED FOR RECOGNITION OF THE EXTENT TO WHICH TELEVISION IS IMPORTANT AND NEW ENOUGH TO RALLY THE SUPPORT OF MANY PEOPLE, WHO DID NOT PREVIOUSLY RALLY TO SUPPORT OF RADIO OR AUDIO-VISUAL PROGRAMS. CF AAASA TO WHICH SUPERINTENDENTS (DIMMICK, STODDARD AND OTHERS) ARE NOW DOING THE SELLING JOB.

Get More Teachers Cf. WOI-TV — That all should be doing classes 25 - 03% viewed compared to 1 stay reader

3. THE NEED FOR OBJECTIVE MEDIA SPECIALIST WITH PERSPECTIVES BROADER THAN THEIR OWN FIELDS.
4. RADIO AS WELL AS TV
5. THE EXTENT TO WHICH RADIO AND TELEVISION BOTH CAN USE NOT ONLY ALL AUDIO-VISUAL MATERIALS BUT ALL INSTRUCTIONAL MATERIALS, AND METHODS.
6. NEED FOR AN ORGANIZED PRESENTATION OF WHAT IS BEING DONE, COMPARABLE TO OUR FACT SHEET SERVICE.
7. THE CRUX OF THE FACT THAT ETV CAN FREQUENTLY DO THE WHOLE JOB, OR NEARLY SO, WHEREAS AUDIO-VISUAL _____ CAN ONLY DO A SUPPLEMENTARY PART OF THE JOB.
8. THE NEED TO RECOGNIZE THE SUPERIORITY OF TELEVISION IN ACQUAINTING PARENTS AND PTA'S WITH EDUCATIONAL METHODOLOGIES USED, IN ORDER TO RALLY AND DEVELOP COMMUNITY UNDERSTANDING AND PARTICIPATION IN PLOTTING THE COURSE OF SCHOOL DEVELOPMENT.

1) most efficient way of delivering info to parents

2)

9. ETV IN MEETING BUILDING AND STAFF NEEDS (Cf HOUSTON)

10. THE NEED FOR INCREASING THE PRODUCTIVITY OF THE TEACHER AND THE SCHOOL IN A MANNER COMMENSURATE WITH LABOR AND INDUSTRIAL EQUIVALENTS. THIS INVOLVES NEW TOOLS, NEW DIVISION AND ALLOCATION OF TEACHER TIME, AND SOME TYPE OF ORGANIZATION WHICH IS THE EQUIVALENT OF A STRICTLY PROFESSIONAL LABOR UNION IN FUNCTION.

make it cheaper.

DAVI file

TENTATIVE AGENDA

Joint Committee on Public Relations
February 16 - 17, 1956
Sheraton Park Hotel
(Franklin Room)

A meeting to explore the possibilities of coordinating the public relations and information efforts of groups concerned with the improvement of instruction through the use of supplementary materials, to the end that the people who influence school financing will have a better understanding of the contributions these materials can make to education.

Thursday, February 16 --- 1:00 P.M.

Re-statement of purpose . . . . . Chairman, Don Williams
Review of problem
Possible function of Joint Committee

Discussion
(Each representative should be prepared to give a brief statement of his organization's reaction to the Joint Committee.)

- Joint Boards
= TFAE Projects
= JCET - ACE-TV
- Cf. Walter Emery - AETNT

Identification of primary target of public relations efforts, and establishment of objectives.

a) Present public relations programs of each organization.
b) What should be over-all objectives of a joint public relations effort?
c) Methods of improving public relations through joint efforts.

Formation of working committees to be based on various media or various problems.

Thursday, February 16 --- 8:00 P.M.

Committee meetings.

Friday, February 17 --- 9:30 A.M.

Report of committees.

Friday, February 17 --- 2:00 P.M.

Development of a master plan.

a) Putting the plan to work
b) Activities by individual organizations
c) Methods of coordination
d) Inventory of available personnel
e) Division of responsibility

Tentative plans for second meeting for this or a more formally-constituted committee.

Adjournment

DAVI

AUDIO-VISUAL COMMISSION ON PUBLIC INFORMATION

Report of meeting in Washington on February 16 and 17, 1956

Those present: Don G. Williams, Syracuse University, representing University Film Producers Association
Godfrey Elliott, Young America Films, representing National Audio-Visual Association
W. H. Durr, Virginia State Department of Education, representing Association of Chief State School Audio-Visual Officers
Lee Cochran, Iowa State University, representing National University Extension Association
Don White, Executive Vice-President, National Audio-Visual Assoc.
Emily S. Jones, Executive Secretary, Educational Film Library Assoc.
Nora E. Beust, USOE, representing Association of School Librarians
Charles Schuller, Michigan State University, representing DAVI
Walter Emery, Joint Committee on Educational Television (Feb.16 only)
Harry Skornia, Urbana, Illinois, representing National Association of Educational Broadcasters (Feb. 16 only)
William King, New Jersey State Department of Education, representing Association of Chief State School Audio-Visual Officers
Floyde E. Brooker, Acting Executive Secretary, DAVI
Mary C. Welch, DAVI (Feb. 17 only)

Don Williams, acting as Temporary Chairman, sketched in the background of the meeting and its origin in a discussion last summer. He outlined the need for public information on audio-visual methods of instruction and their importance in order to enlist support of those voting on school appropriations, equipment, and buildings. The problems to be discussed by the group would include: the desirability of a joint effort; who is the primary target?; what are the immediate steps to be taken?; what are the long range steps to be considered?; how is the program to be organized and carried out?.

There was general agreement on the desirability of a joint effort, with the proviso that wherever possible, the projects should be undertaken by existing organizations with the help of the group. The possibility of including the joint effort under the auspices of COOP was considered, with the feeling that there was no difficulty in doing so, but that such affiliation would be largely a formality, since the work would still be done by members of the joint committee.

After some discussion as to what should be included in the term "audio-visual" from the point of view of the work of this group, it was generally agreed to include films, filmstrips, radio, TV, slides, recordings, maps, charts, globes, pictures, and in fact all types of materials except text books. School libraries were included, but it was generally felt that the ALA standards and efforts would determine the action in that connection. The overall aim is improvement of instruction, by whatever means seem most effective.

The lack of discussion of audio-visual materials at the White House Conference was felt to point up the need for informing both school people and the general public as to what an adequate audio-visual program is. Misunderstandings about the role of a-v, particularly by those who still regard it as a frill and a form of gadgetry, must be overcome.

The audience or "publics" to whom the group should address itself were listed, and summarized as generally in four groups: School executives and administrators; film users--teachers, those in labor and industry, etc.; government bodies--city councils, state legislatures, etc.; and the general public. A different approach would be needed for each group, and different materials must be prepared.

Don White presented a list of suggestions for projects, and others were added by the group. These were discussed in detail, and eventually action was taken on each proposal. For convenient reference, these projects are listed below, with a note for each as to the decision about carrying it out.

1. A program oriented toward getting more money for schools.
   This is an over-all objective, to be kept in mind in carrying out specific projects. See #3 below.

2. A booklet "Public Relations is Your Responsibility"
   Charles Schuller will investigate possibilities of journalism departments in colleges, and will consult with Ernest Tieman and/or Bob de Kieffer. The pamphlet will be about 12 pages, aimed at the audio-visual administrator, with hints on how he can get attention outside his own baliwick. NAVA will print the pamphlet in its own printing shop.

3. A report on facts on state a-v programs, expenditures, etc.
   The first objective will be to get a figure on the amount to be spent per pupil per year which will be an acceptable minimum standard. It was decided that this figure should be 1% of the annual budget for instructional materials. Since the national figures on such budgets run from $200 to $600 per pupil per year, with an average around $350, the a-v budget would be from $2.00 to $6.00 per pupil for materials, not including salaries. This figure is admittedly a minimum, and should be raised when conditions seem to justify it, but at present it makes an easily understood talking point. The group passed a resolution to this effect (see Appendix A) and will urge all national organizations to get it into their programs as soon as possible. In particular, it was suggested that Walter Wittich be urged to include mention of it in his President's Address at the DAVI meeting in March.

   In addition to publicizing the 1% formula, action in this area will include a report on existing state programs, to be prepared by Bill King, working through ASCAVO and DAVI.

4. Standards and reports on local a-v programs
   The standard given above will apply here also, but the emphasis on the local level will be on how the amount is spent, to get the best use of available materials.

5. A picture book entitled "Gateway to the Mind", for the general public, to explain what audio-visual is and can do.

   NAVA is working on a book of this kind, and with cooperation from other groups, will be able to print it.

6. A visual presentation, with a filmstrip or set of color slides and a suggested talk, to be made available to anyone who has an opportunity to talk to a group about the audio-visual field.

6. Visual presentation (continued)
   Adrian Terlouw or John Flory of Eastman Kodak will be asked to prepare the presentation. The talk may be worked out with suggestions from Bruce Findlay or Bob de Kieffer. This will depend on what Terlouw or Flory can undertake.

7. Production of a film, possibly an edited combination of several existing films, on the use of a-v materials.
   Don Williams will investigate and try to make a rough cut from materials now available. Permission would have to be obtained later from the original producers to obtain access to negatives, new prints, etc.

8. Find out what existing films could be used for promotion, and arrange to have them available free from film libraries.
   W. H. Durr and Emily Jones will work on this, and get together to discuss progress at the DAVI meeting in Detroit.

9. Organization of a speakers' bureau.
   It was agreed that this would be helpful, but too much to undertake at present. Classified as a long range project.

10. Investigate what mailing lists are in existence and conditions under which they can be used for promotion of a-v aims.
    EFLA will work on this.

11. A series of releases pointing up capabilities and potentialities of a-v.
    No special action was taken on this, but news releases will be sent out whenever there is a good opportunity.

12. Get magazine articles dealing with uses of a-v materials planted in national magazines.
    This was classified long range, but to be kept in mind. Al McNay of Standard Oil of California was suggested as a source of advice in this area.

13. Establishment of a picture file of photographs showing a-v materials and methods in operation, available for publicity use.
    Bob Wagner will be asked to undertake this, with help from Clyde Miller.

14. A compilation of research in the field, presented in simplified popular form.
    Walt Wittich has much of the information and will be asked about this.

15. Arrange for interviews and discussion of a-v on commercial radio and TV.
    Long range.

16. An audio-visual handbook for administrators
    Bill King will work on this in New Jersey, and submit to the group for review to keep it from being too localized. If kept to 16 pages, NAVA will print it.

The name AUDIO-VISUAL COMMISSION ON PUBLIC INFORMATION was decided on. The Commission will not have a formal set-up, but will operate informally within the present system of representation from any interested organizations. Don Williams was elected Chairman, Charles Schuller was made Vice-Chairman. An Executive Committee was elected to handle business between meetings of the Commission. Its members

include the Chairman and Vice-Chairman, and Don White, William King, and Floyde Brooker. The next full meeting of the Commission will be some time in late May or early June.

Don White drew up a press release (Appendix B) which was approved by the Commission. It will be mimeographed by EFLA and quantities sent to the members of the Commission for distribution to their own mailing lists. NAVA will print stationery for future use of the Commission.

The meeting was adjourned at 4:01 PM, Friday, February 17, 1956.

Report submitted by the Temporary Secretary

Emily S. Jones

Appendix A. Resolution
Appendix B. Press Release

APPENDIX A

Resolution of the Audio-Visual Commission on Public Information

. Whereas, the fundamental function of audio-visual materials and methods is the improvement of instruction and communications in all educational endeavors; and

. Whereas, significantly increased financial support is not only desirable but essential for the schools to realize the educational benefits inherent in audio-visual methods; now therefore

Be it resolved that the minimum annual expenditure per pupil for audio-visual materials and equipment be not less than 1% of the annual per pupil instructional cost in educational systems.

* * * * * *

In presenting this resolution, the Commission recognizes the shortcomings of a specific and arbitrary standard. However, in its judgment, the needs and values of such a standard sufficiently outweight its weakness to justify the above action.

Mail to address
on letter head.
(Floyd Brooker)

3/23/56
Sent reaction sheet
to Mr. Brooker. cr

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

February 6, 1956

Officers and National Delegates
WALTER A. WITTICH, *President*
Director, Bureau of Audio-Visual Instruction, University of Wisconsin

L. C. LARSON, *Vice-President*
Director, Audio-Visual Center, Indiana University

LEE W. COCHRAN, *Past President*
Executive Assistant, Extension Division, State University of Iowa

WALTER S. BELL
Director, Audio-Visual Education, Atlanta (Ga.) Public Schools

IRENE F. CYPHER
Associate Professor of Education, New York University

AMO DE BERNARDIS
Assistant Superintendent, Portland (Ore.) Public Schools

ROBERT deKIEFFER
Director, Bureau of Audio-Visual Instruction, University of Colorado

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

ELIZABETH GOLTERMAN
Director, Division of Audio-Visual Education, St. Louis Public Schools

HENRY R. McCARTY
Director, West Texas Cooperative Audio-Visual Service, Texas Technological College

J. J. McPHERSON
Director, Audio-Visual Consultation Bureau, Wayne University

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff
FLOYDE E. BROOKER
Acting Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Administrative Assistant

MARY C. WELCH
Administrative Assistant

Audio-Visual Communication Review
WILLIAM H. ALLEN, *Editor*
Department of Cinema
University of Southern California
Los Angeles 7, California

Dr. Harry Skornia, Executive Director
National Association of ED Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinoi

Dear Dr. Skornia:

At the request of the Executive Committee of the Department of Audio-Visual Instruction, it is my pleasure to invite you to serve as an editorial consultant for Audio-Visual COMMUNICATION REVIEW for a term of three years.

The charter states that the function of an editorial consultant "is to advise the editor and the editorial board on matters of editorial concern and to review articles in their respective fields of specialization upon request."

As I would like to list the names of the new editorial consultants in the issue of AVCR which is now being printed, would you be so kind as to wire your reply collect.

A meeting of the editorial board and the editorial consultants will be held during the national convention of DAVI in Detroit at the Sheratin-Cadilac Hotel at 3:45 on Thursday, March 15.

Sincerely,

Anna L. Hyer
Managing Editor, AVCR

ALH:lop

RECEIVED
NAEB HEADQUARTERS
FEB 7 1956
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Davé

TELEGRAM_____

NIGHT LETTER COLLECT

TO: Anna L. Hyer

FROM: Skornia

Unless time requirements extremely modest, should not accept. Could advise on policy but too covered with paper work now to agree to review more than 2 or 3 articles yearly. Therefore if accept, would be with those limitations. Do not feel it fair accept position unless able ~~XXX~~ fill it.

NJS
Exec. Div.
NAEB.

SENT
~~RECEIVED~~ BY jy

DATE 2/7/56

TIME ~~XX~~ 3:30 p.m.

HOUSTON INDEPENDENT SCHOOL DISTRICT
1300 Capitol Avenue
HOUSTON 2, TEXAS

WILLIAM E. MORELAND
SUPERINTENDENT

March 29, 1956

RECEIVED
NAEB HEADQUARTERS
APR 2 1956
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Mr. Harry Skornia
Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

It was wonderful to have you with us in Detroit. I was never so surprised to see anyone as I was to see you walk in the door of our television seminar. I think you know the sincerity with which all of our DAVI members are facing the possibilities which television offers for each of our institutions. We are thrilled with its possibilities and are stimulated by the leadership of folk like you who can help point direction for all of us. You are doing a great job, Harry, and you certainly made a most valuable contribution to our DAVI sessions.

I spoke with Floyde Brooker before I left Detroit relative to having ~~the~~ a general session program at the next convention on television, and tentatively, he has given me his wholehearted approval of the idea. We will be grateful for any suggestions you might have regarding this program. It will be held in Washington, D. C., approximately March 15 of next year. Be sure to put this on your calendar.

Again let me say a personal thank you for all the many contributions you made to the DAVI convention.

Sincerely,

Harold

HAROLD E. WIGREN
Director
Audio-Visual Education

HEW:pk

DA VI

April 3, 1956

Mr. Harold E. Wigren, Director
Audio-Visual Education
Houston Independent School District
1300 Capitol Avenue
Houston 2, Texas

Dear Harold:

Thanks. But it wasn't really anything! That panel on ETV in teaching was the best I've heard anywhere.

Always glad to help to the limit of endurance. We're setting up NAEB National Convention now, for October. As we uncover good people and ideas, I'll try to send on to you and Floyde. If you haven't heard from me in time to meet your deadlines, prod me and I'll do my best.

Keeping the March 15 date in mind, though I'm mighty sick of conferences by now. Have had some fifteen in ten weeks.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cr

CC: Floyde Brooker

HOUSTON INDEPENDENT SCHOOL DISTRICT
1300 Capitol Avenue
HOUSTON 2, TEXAS

WILLIAM E. MORELAND
SUPERINTENDENT

March 29, 1956

RECEIVED
NAEB HEADQUARTERS
APR 2 1956
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Mr. Harry Skornia
Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

It was wonderful to have you with us in Detroit. I was never so surprised to see anyone as I was to see you walk in the door of our television seminar. I think you know the sincerity with which all of our DAVI members are facing the possibilities which television offers for each of our institutions. We are thrilled with its possibilities and are stimulated by the leadership of folk like you who can help point direction for all of us. You are doing a great job, Harry, and you certainly made a most valuable contribution to our DAVI sessions.

I spoke with Floyde Brooker before I left Detroit relative to having ~~the~~ general session program at the next convention on television, and tentatively, he has given me his wholehearted approval of the idea. We will be grateful for any suggestions you might have regarding this program. It will be held in Washington, D. C., approximately March 15 of next year. Be sure to put this on your calendar.

Again let me say a personal thank you for all the many contributions you made to the DAVI convention.

Sincerely,

Harold
HAROLD E. WIGREN
Director
Audio-Visual Education

HEW:pk

RECEIVED
NAEB HEADQUARTERS
APR 6 1956
P M

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

Officers and National Delegates
WALTER A. WITTICH, *President*
Director, Bureau of Audio-Visual Instruction, University of Wisconsin

L. C. LARSON, *Vice-President*
Director, Audio-Visual Center, Indiana University

LEE W. COCHRAN, *Past President*
Executive Assistant, Extension Division, State University of Iowa

WALTER S. BELL
Director, Audio-Visual Education, Atlanta (Ga.) Public Schools

IRENE F. CYPHER
Associate Professor of Education, New York University

AMO DE BERNARDIS
Assistant Superintendent, Portland (Ore.) Public Schools

ROBERT deKIEFFER
Director, Bureau of Audio-Visual Instruction, University of Colorado

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

ELIZABETH GOLTERMAN
Director, Division of Audio-Visual Education, St. Louis Public Schools

HENRY R. McCARTY
Director, West Texas Cooperative Audio-Visual Service, Texas Technological College

J. J. McPHERSON
Director, Audio-Visual Consultation Bureau, Wayne University

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff
FLOYDE E. BROOKER
Acting Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Administrative Assistant

MARY C. WELCH
Administrative Assistant

Audio-Visual Communication Review
WILLIAM H. ALLEN, *Editor*
Department of Cinema
University of Southern California
Los Angeles 7, California

April 6, 1956

Mr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
119 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

As you probably know the Department of Audio-Visual Instruction of the National Education Association has been interested for many years in the development of educational television. Through our publication, Audio-Visual Communication Review, and the work of our committees, we have endeavored to advance among our membership an understanding of the potential of educational television and a genuine competency to use it to the fullest possible advantage.

We have been limited in this work by the lack of budget and staff time. Here at the National Education Association, this is the period of preparing the annual budget. We in this division are putting in our budget a recommendation that a full-time professional specialist in educational television be added to the staff (1) to work with the other divisions and departments of the National Educational Association in the better development and utilization of educational television, (2) to work with the membership of our organization, and (3) to provide leadership in the general area of the classroom production, application, and utilization of educational television.

In justifying this request for an added staff member, we would appreciate letters expressing your personal or organizational views. I would like to use these letters with the administrative authorities of the National Education Association as evidence of the views of your organization. I am writing similar letters to the Joint Committee on Educational Television, the Association for Education by Radio-Television, the Educational Television and Radio Center, and the U. S. Office of Education.

If you find it possible and convenient to accede to this request, we would appreciate having the letters by April 12 in order that we may present them with our budget estimate.

Yours sincerely,

Floyde E. Brooker JRF

Floyde E. Brooker
Executive Secretary

FEB:JRF

DAVI

14 Gregory Hall
Urbana, Illinois

April 11, 1956

Mr. Floyde E. Brooker
Executive Secretary
National Education Association
1201 Sixteenth Street, N.W.
Washington 6, D. C.

Dear Floyde:

I'm replying to your letter of April 6, addressed to Dr. Harry J. Skornia, Executive Director of NAEB.

I'm delighted to know that there is the possibility of NEA adding a professional specialist to its staff to provide leadership in the general area of the classroom planning, production, and utilization of television for education, as well as to work with DAVI and other sections of NEA. There is no value in television per se. What television can do for education is only what educators themselves do in utilizing the medium. It's potential is great, but much needs to be done to study and evaluate how TV can best serve in the educational process.

Sincerely yours,

Frank E. Schooley
President

FES:cjf

cc: Dr. Skornia

DAVI

April 25, 1956

Mr. Floyde E. Brooker
Executive Secretary
Dept. of Audio-Visual Instruction
National Education Association
1201 Sixteenth Street, N. W.
Washington 6, D. C.

Dear Floyde:

Here's one quick lead. I'll try to come up with others. I think there's a darn good article on children's programs on ETV stations in materials I've seen, which were collected by Mr. Charles S. Ruffing, Program Manager, Station WKAR-TV, Michigan State University, East Lansing, Michigan. If he is not interested, or if he'd like to supplement by references to another researcher, a graduate student of mine Mr. Bill Dochterman, Radio Station WILL, University of Illinois, Urbana, Illinois has also done one, although I've already agreed that we'll publish Bill's full findings. (There might be an article in it besides of course.)

I'll try to give you other ideas later, as well, as they occur. Do you get our TV Research Fact Sheets? I can't send free, but think they would also be of interest.

Regards, in haste,

Harry J. Skornia
Executive Director

HJS:jy
cc: Mr. Charles Ruffing
Mr. Bill Dochterman

April 16, 1956

Mr. Floyde E. Brooker
Executive Secretary
Dept. of Audio-Visual Instruction
National Education Association
1201 Sixteenth Street, N.W.
Washington 6, D. C.

Dear Mr. Brooker:

Dr. Skornia is out of the office until the end of the month and will, therefore, be unable to send you the names of possible authors for ETV articles in time for your May issue, as requested in your letter of April 10.

However, your letter will be called to Dr. Skornia's attention upon his return and I'm sure that if he has any suggestions he will pass them on to you for your later use.

Sincerely,

Harold E. Hill
Associate Director

HEH:jy

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

Officers and National Delegates
WALTER A. WITTICH, *President*
Director, Bureau of Audio-Visual Instruction, University of Wisconsin

L. C. LARSON, *Vice-President*
Director, Audio-Visual Center, Indiana University

LEE W. COCHRAN, *Past President*
Executive Assistant, Extension Division, State University of Iowa

WALTER S. BELL
Director, Audio-Visual Education, Atlanta (Ga.) Public Schools

IRENE F. CYPHER
Associate Professor of Education, New York University

AMO DE BERNARDIS
Assistant Superintendent, Portland (Ore.) Public Schools

ROBERT deKIEFFER
Director, Bureau of Audio-Visual Instruction, University of Colorado

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

ELIZABETH GOLTERMAN
Director, Division of Audio-Visual Education, St. Louis Public Schools

HENRY R. McCARTY
Director, West Texas Cooperative Audio-Visual Service, Texas Technological College

J. J. McPHERSON
Director, Audio-Visual Consultation Bureau, Wayne University

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff
FLOYDE E. BROOKER
Acting Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Administrative Assistant

MARY C. WELCH
Administrative Assistant

April 10, 1956

RECEIVED
NAEB HEADQUARTERS
Apr 12 1956
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Audio-Visual Communication Review
WILLIAM H. ALLEN, *Editor*
Department of Cinema
University of Southern California
Los Angeles 7, California

Mr. Harry J. Skornia
Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Please accept my thanks for sending me a carbon of your April 3 letter to Harold E. Wigren.

I'm sorry that I missed the ETV panel at the Convention. And this does remind me - if you know of anyone whom you could recommend for a good ETV article, I'd like to have it because we'd like to carry one or two in our May issue of Instructional Materials.

At any time, if you run across anybody doing outstanding work, we would be very much interested in them. We are constantly on the lookout for good articles on closed circuit and open circuit television that can be useful to school administrators.

It was very good to see you the other day, and I'm sorry I didn't have more of a chance to talk with you in Detroit.

Cordially,

Floyde E. Brooker
Executive Secretary

FEB:mnw

NATIONAL AUDIO-VISUAL ASSOCIATION, INC.
2540 EASTWOOD AVENUE, EVANSTON, ILLINOIS • TELEPHONE DAVIS 8-3396

RECEIVED
NAEB HEADQUARTERS
APR 28 1956
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

April 26, 1956

Mr. Charles Schuller, Director
Audio-Visual Center
Michigan State University
East Lansing, Michigan

Dear Charley:

Referring to Harry Skornia's letter of April 9, I think Harry has a good plan and I would certainly second his proposal. I will also be glad to visit with Vern McKown when I am in his area, which should be within the next six weeks, and see what I could do to help him get the project underway.

I specifically feel that educational TV and radio should be included in all of the activities of the Public Information Council. I am sure that the other members of the governing board feel the same.

Sincerely,

Don

Executive Vice-President

Don White/cr
cc: Don Williams
Harry Skornia
Vern McKown
(Transcribed and signed in Mr. White's absence.)

President: Alan B. Twyman, Dayton, Ohio. *Chairman of the Board:* J. E. Lewis, Wichita, Kans. *First Vice-President:* Ainslie R. Davis, Denver, Colo. *Second Vice-President:* William W. Birchfield, Montgomery, Ala. *Secretary:* P. H. Jaffarian, Seattle, Wash. *Treasurer:* W. G. Kirtley, Louisville, Ky. *Regional Directors:* Mrs. Edward C. Tremble, Springfield, Mass.; James J. Howell, Nashville, Tenn.; Harvey W. Marks, Denver, Colo.; W. H. Utz, Hollywood, Calif.; L. C. Vath, Sharpsville, Pa.; R. R. Riley, Houston, Tex.; William H. Faulkes, Vancouver, B. C. Canada; Harold Newman, Kalamazoo, Mich. *Directors-at-Large:* Frank Bangs, Wichita, Kans.; Jasper Ewing, Jr., New Orleans, La.; J. W. Kintner, San Francisco, Calif.; Ray Swank, St. Louis, Mo. *Executive Vice-President:* Don White, Evanston, Ill.

DAVI

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

REC... HEADQ...
MAY 16 1956
A M 7|8|9|10|11|12 P M 1|2|3|4|5|6

Officers and National Delegates

L. C. LARSON, President
Director, Audio-Visual Center, Indiana University

ROBERT deKIEFFER, Vice-President
Director, Bureau of Audio-Visual Instruction, University of Colorado

WALTER A. WITTICH, Past President
Director, Bureau of Audo-Visual Instruction, University of Wisconsin

LEE W. COCHRAN
Executive Assistant, Extension Division, State University of Iowa

AMO DE BERNARDIS
Assistant Superintendent Portland (Ore.) Public Schools

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

JAMES D. FINN
Associate Professor of Education University of Southern California

CLYDE K. MILLER
Director, Division of Audio-Visual Education, State of Ohio Department of Education

KATHLEEN MOON
Director, Audio-Visual Education Fulton County (Ga.) Schools

CHARLES F. SCHULLER
Director, Audio-Visual Center, Michigan State University

ERNEST TIEMANN
Director, Visual Instruction Bureau, University of Texas

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff

FLOYDE E. BROOKER
Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Adminstrative Assistant

MARY C. WELCH
Adminstrative Assistant

May 14, 1956

Audio-Visual Communication Review
WILLIAM H. ALLEN, Editor
Associate Professor in Cinema and Education, University of Southern California, Los Angles 7, Calif.

Mr. Harry J. Skornia
Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

I want to thank you for your note of April 11, and to apologize for being so far behind in my correspondence.

I did appreciate having a copy of your informal report to your membership and hope that you will put us on your mailing list for all your publications. Could we arrange for some kind of exchange publications? Under separate cover, I am mailing you a current issue of Instructional Materials. You might find it interesting and I shall certainly appreciate your reactions.

We have had to combine two issues of Instructional Materials so that I am little off schedule. Some of the suggestions that you have made, however, are excellent and I am writing to them further for materials to be scheduled in the forthcoming issues in the Fall.

Again, thank you for your help and I hope that you will feel free to call on us likewise.

Yours cordially,

Floyde E. Brooker
Executive Secretary

FEB:jrf

10. c.

7 lodge or

a room should

get both N.L

+ Fair streets

$1.50.

No charge

O. K.
W. C.

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

Officers and National Delegates
L. C. LARSON, President
Director, Audio-Visual Center, Indiana University

ROBERT deKIEFFER, Vice-President
Director, Bureau of Audio-Visual Instruction, University of Colorado

WALTER A. WITTICH, Past President
Director, Bureau of Audo-Visual Instruction, University of Wisconsin

LEE W. COCHRAN
Executive Assistant, Extension Division, State University of Iowa

AMO DE BERNARDIS
Assistant Superintendent Portland (Ore.) Public Schools

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

JAMES D. FINN
Associate Professor of Education University of Southern California

CLYDE K. MILLER
Director, Division of Audio-Visual Education, State of Ohio Department of Education

KATHLEEN MOON
Director, Audio-Visual Education Fulton County (Ga.) Schools

CHARLES F. SCHULLER
Director, Audio-Visual Center, Michigan State University

ERNEST TIEMANN
Director, Visual Instruction Bureau, University of Texas

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff
FLOYDE E. BROOKER
Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Adminstrative Assistant

MARY C. WELCH
Adminstrative Assistant

May 22, 1956

Audio-Visual Communication Review
WILLIAM H. ALLEN, Editor
Associate Professor in Cinema and Education, University of Southern California, Los Angles 7, Calif.

RECEI
NAEB HEAD[illegible]
MAY 2[illegible] 1956
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Dr. Harry J. Skornia, Executive Director
Nat'l. Association of Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Harry:

Thank you for your note that your Network Manager would send me a list of the tape offerings within the next few weeks. In most cases, we will probably avoid planning to use these in our tape catalog, but if it does seem advisable to do so, we shall certainly clear with you.

Dues in our organization are not included in the convention registration fee. This was done one year sometime back, but was not very successful. We have never repeated it. You do have a complimentary $8 membership in DAVI which entitles you to Audio-Visual COMMUNICATION REVIEW, Instructional Materials and other publications and services sent to our members. We have appreciated in return, receiving on the complimentary fashion, your publications.

I have discussed this with Floyde so he now understands the procedure used in the past and thinks it is a fine idea to continue this.

Sincerely,

Anna L. Hyer
Associate Executive Secretary

ALH:JWC

May 25, 1956

Miss Anna Hyer
Associate Executive Secretary
Department of Audio-Visual Instruction
National Education Association
1210 Sixteenth Street, N. W.
Washington 6, D. C.

Dear Miss Hyer:

Pursuant to Dr. Skornia's letter of May 16 to you I am enclosing the last three program offerings of the NAEB Radio Network.

As Dr. Skornia mentioned, it will be necessary for you to negotiate with the originating stations except in the case of grant-in-aid series for which the ETRC and NAEB hold all rights. Also, you realize that we are not able to release programs from foreign sources without their written permission.

I trust these offerings will be of assistance to you.

Sincerely,

Robert E. Underwood, Jr.
Network Manager

REU:wc
Enclosures: Last three offerings
cc: Dr. Skornia

FROM: HBL

ATTENTION OF:

_____ Skornia
_____ Bidlack
_____ Hill
_____ Holt
_____ Blackburn
_____ Schooley
_____ Underwood
_____ Secretarial
_____ Winnie (personal attention)
_____ Other:_____
_____ Strandjord

ACTION:

_____ For your information
_____ Please handle
_____ File
_____ Return
_____ Comment and return
_____ Supply background info.
_____ Newsletter
_____ Other:_____

_____

DATE: 5/15

May 16, 1956

Miss Anna Hyer
Associate Executive Secretary
Department of Audio-Visual Instruction
National Education Association
1210 Sixteenth Street, N. W.
Washington 6, D. C.

Dear Anna:

Bob Underwood, our Network Manager, will shortly send you lists of our Network offerings. These will have to be negotiated for with contributing stations as in the past, except for grant-in-aid series for which the ETRC and we hold all title and rights. If any of these are desired, we'll do our best to clear them. They will all be included in the lists sent you.

A question regarding exchange of publications, asked by Floyde in a letter today: When I attended your Convention did I pay dues to DAVI (included in the registration)? Since we don't handle that way, I thought I'd better check. If not, we can trade Newsletter for Instructional Materials. Will you pass that reaction on to Floyde, please?

Sincerely,

Harry J. Skornia
Executive Director

HJS:cr

FROM: 1812

ATTENTION OF:

_____ Skornia
_____ Bidlack
_____ Hill
_____ Holt
_____ Blackburn
_____ Schooley
__✓__ Underwood
_____ Secretarial
_____ Winnie (personal attention)
_____ Other:_____
_____ Strandjord

ACTION:

_____ For your information
_____ Please handle
_____ File
_____ Return
_____ Comment and return
_____ Supply background info.
_____ Newsletter
_____ Other:_____

_____

DATE:_____

any ideas or comments? I'll explain, if you have questions.

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

Officers and National Delegates
WALTER A. WITTICH, *President*
Director, Bureau of Audio-Visual Instruction, University of Wisconsin

L. C. LARSON, *Vice-President*
Director, Audio-Visual Center, Indiana University

LEE W. COCHRAN, *Past President*
Executive Assistant, Extension Division, State University of Iowa

WALTER S. BELL
Director, Audio-Visual Education, Atlanta (Ga.) Public Schools

IRENE F. CYPHER
Associate Professor of Education, New York University

AMO DE BERNARDIS
Assistant Superintendent, Portland (Ore.) Public Schools

ROBERT deKIEFFER
Director, Bureau of Audio-Visual Instruction, University of Colorado

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

ELIZABETH GOLTERMAN
Director, Division of Audio-Visual Education, St. Louis Public Schools

HENRY R. McCARTY
Director, West Texas Cooperative Audio-Visual Service, Texas Technological College

J. J. McPHERSON
Director, Audio-Visual Consultation Bureau, Wayne University

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff
FLOYDE E. BROOKER
Acting Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Administrative Assistant

MARY C. WELCH
Administrative Assistant

May 7, 1956

RECEIVED
NAEB HEADQUARTERS
MAY 10 1956
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Audio-Visual Communication Review
WILLIAM H. ALLEN, *Editor*
Department of Cinema
University of Southern California
Los Angeles 7, California

MEMORANDUM

TO: Members of the Radio and Recordings Committee and Directors of Tape Libraries

FROM: Anna L. Hyer, Associate Executive Secretary

SUBJECT: Selection of Programs To Be Included in the Tape Catalog Supplement

It is time to consider the selection of new tape recordings for addition to the National Tape Repository and for listing in the 1956 Supplement to the National Tape Recording Catalog.

Enclosed are:

1. An Evaluation Form
2. An Information Sheet

If you have or know about unusually good educational tape recordings which meet the evaluative criteria, please fill out the information sheet and return it to the Department of Audio-Visual Instruction. We will then send you sufficient program data sheets for you to report the information needed on each series submitted. We would like to have your reply to the information sheet by the end of May.

Reaction to the tape recording service has been very good. By December 31, 1955, orders had been filled for 2,143 programs. These were all programs listed in the original catalog as we were just starting to distribute the Supplement to the catalog. Plans are underway for a more careful evaluation of materials in the library so that the services should be even better in the coming year. We certainly appreciate your cooperation in this project.

ALH:JWC

Enclosures

EVALUATION FORM

for

Determining Suitability of Educationally Produced Tape Recordings for Inclusion in a National Tape Catalog

General Suitability

1. Will the content be of permanent value?

2. Does the program have wide and general appeal rather than appeal to a special group or section of the United States?

3. Does the recording meet educational needs?

4. Is the program free of objectionable advertising or announcements of only local interest?

Content Suitability

5. Will the program attract and hold its intended audience?

6. Does the program accomplish what it sets out to accomplish?

7. Will this recording stimulate active participation among listeners?

8. Is the program distinguished by a high concern for integrity of content?

9. Does the recording stress simplicity in both writing and presentation?

10. Is the program properly paced for group listening?

11. Is the content geared to the level of ability and maturity of a specific audience in content, ideas, vocabulary, pacing, and the like?

Technical Suitability

12. Is the sound quality intelligible and pleasing?

13. Does the recording avoid using too many voices?

14. Does the recording have enough variety?

15. Is the level of the musical background such that it does not interfere with the spoken commentary?

16. Do the sound effects add rather than detract from the program?

INFORMATION SHEET

Participation in DAVI-AERT Tape Recording Project - 1955

1. We have tape programs which meet the evaluative criteria and which we plan to submit for use in the National Tape Recording Catalog. Yes No (Circle one)

2. I estimate that I will submit ____ (number) of series' titles, which will include about ____ (number) of individual programs.

3. I will prepare and submit to the National Tape Repository by September 1 a master tape for each program accepted by the committee. Yes No (Circle one)

4. Tape for the masters (Check one):

   a. I can furnish the tape for the masters. ____
   b. I can prepare the masters but must receive replacement tape within three months. ____
   c. I cannot make masters until I receive replacement tape. ____

5. I suggest that you contact the following organizations in my state concerning possible tape programs for the national project:

6. Comments on the operation of the project last year:

Name _____

Title _____

Address _____

_____

Return to: Department of Audio-Visual Instruction, NEA, 1201 Sixteenth Street, N. W., Washington 6, D. C.

REPORT
NATIONAL TAPE REPOSITORY PROJECT

Programs Duplicated in National Tape Repository

79 organizations from 29 states ordered 1027 tape recordings. - May 25, 1955
113 organizations from 35 states ordered 1696 tape recordings. - August 31, 1955
175 organizations from 38 states ordered 2143 tape recordings. - Dec. 31, 1955

1. Analysis of patrons ordering re-recordings:

Minnesota	6	Indiana	9	West Virginia	2	Louisana	2
Illinois	10	Michigan	6	California	22	Maryland	2
Pennsylvania	6	Nevada	1	Massachusetts	7	Texas	4
Kansas	1	Washington	6	Virginia	3	Missouri	4
North Carolina	6	Wisconsin	7	Florida	6	Westmount Canada	1
Ohio	9	New Jersey	8	Connecticut	2	Mississippi	3
New York	21	Arkansas	1	Rhode Island	6	Alabama	1
Nebraska	2	Tennessee	4	Georgia	2	Colorado	2
Oregon	1					Arizona	2
Oklahoma	1					Delamare	1
Cuba	1					Vancouver, B. C.	1

2. Analysis of programs series titles ordered duplicated from the series:

TITLES

	Dec./	March/	August/	Dec. 31/	Total
The American Trail	19	25	41	8	93
Child Development	15	11	10	9	45
Each in Its Own Voice	33	7	37	36	113
Point Four Program	none	1	1	none	2
Ethics in Government	1	2	none	none	3
Family Life	76	6	40	16	138
Following Conservation Trails	4	5	7	8	24
Foreign Language Series: French	26	13	29	25	93
Foreign Language Series: Spanish	14	16	14	16	60
Great Days in Science (1948-49)	10	15	66	18	109
Great Days in Science (1949-50)	none	10	38	4	52
Guidance Series (1949-50)	42	26	38	22	128
Journeys in Art	2	2	5	1	10
Land of Make Believe	24	3	33	15	75
Musica, Maestro	1	5	24	8	38
Musical Treasures	21	5	29	38	93
The Ohio Story	7	16	8	6	37
Once Upon a Time in Ohio	4	5	3	13	25
Our Air Age World	19	2	13	3	37
Our American Heritage	44	21	11	13	89
Poetric Patterns	66	35	60	36	197
Poet's Playhouse	16	5	7	9	37
Programs on Mathematics	37	13	60	5	115
Racial Tensions and Delinquency	2	2	none	none	4
Rhyme and Reason over the Coffee Cup	34	9	4	9	56

EQUIPMENT RESERVATION FORM

[illegible] DAVI NATIONAL CONVENTION

Detroit, Michigan

Meeting for which requested: _____ Meeting

Date _____ Time

Person making request: _____ Name

_____ Address

_____

Type of Equipment	Number Needed	Operator Service Yes	Operator Service No
16mm Sound Motion Picture Projector			
35mm Filmstrip Projector			
2 x 2 Slide Projector			
3¼ x 4 Slide Projector			
Overhead Projector - Size			
Projection Screen			
3 - Speed Record Player			
Tape Playback Equipment			
Tape Recorder			
Public Address			
Chalkboard			
Others:			

Fill out this form in duplicate; send one copy to DAVI National Office and one copy to: Merrill L. Mudge, Chairman, Equipment Committee, Audio-Visual Service Department, 9345 Lawton Avenue, Detroit 6, Michigan

TITLES	Dec./	March/	August/	Dec. 31/	Total
The Singin' Man	15	15	4	2	36
Spanish in Slow Motion	none	12	7	none	19
Then and Now (1948-49)	35	3	none	43	81
Then and Now (1949-50)	33	9	none	34	76
This Week in Nature	39	3	31	12	85
University of Illinois Band	20	7	14	15	56
Window on the World (jr. series)	11	2	none	3	16
Window on the World (sr. series)	16	4	22	2	44
The World Within	24	2	2	5	33
Pronoun Francoise			1	none	1
SUPPLEMENT					
American Adventures				2	2
Critical Issues in Education				2	2
Old Tales and New (1950-51)				1	1
A Place on the Team				11	11
Theater of Music				5	5
What Are Audio-Visual Materials?				2	2
	710	317	659	457	2143

TOTAL PROGRAMS TO DATE OF MAY 25, 1955 - 1027

TOTAL PROGRAMS TO DATE OF AUGUST 31, 1955 - 1696

TOTAL PROGRAMS TO DATE OF DECEMBER 31, 1955 - 2143

TITLES	Dec./	March/	August/	Dec. 31/	Total
The Singin' Man	15	15	4	2	36
Spanish in Slow Motion	none	12	7	none	19
Then and Now (1948-49)	35	3	none	43	81
Then and Now (1949-50)	33	9	none	34	76
This Week in Nature	39	3	31	12	85
University of Illinois Band	20	7	14	15	56
Window on the World (jr. series)	11	2	none	3	16
Window on the World (sr. series)	16	4	22	2	44
The World Within	24	2	2	5	33
Pronoun Francoise			1	none	1
SUPPLEMENT					
American Adventures				2	2
Critical Issues in Education				2	2
Old Tales and New (1950-51)				1	1
A Place on the Team				11	11
Theater of Music				5	5
What Are Audio-Visual Materials?				2	2
	710	317	659	457	2143

TOTAL PROGRAMS TO DATE OF MAY 25, 1955 - 1027

TOTAL PROGRAMS TO DATE OF AUGUST 31, 1955 - 1696

TOTAL PROGRAMS TO DATE OF DECEMBER 31, 1955 - 2143

DAVI

Harry Skornia

June 1, 1956

RECEIVED
NAEB HEADQUARTERS
JUN 6 1956
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Miss Anna L. Hyer
DAVI-NEA
1201 Sixteenth Street Northwest
Washington 6, D. C.

Dear Ann:

Attention to the form for reporting series available to the DAVI-AERT Tape Recording Project returned me to a subject I have been meaning to discuss with you. It has to do with the relationship between the DAVI project and the NAEB Tape Network.

Is it known to what extent DAVI tape customers use the tapes for broadcast? I suspect the tapes are seldom used for broadcast, but you could judge much better than I by examining the list of users. I strongly suggest that the Order Form be modified to provide columns in which the user would indicate whether or not tapes were to be used for broadcast and if so, over what stations.

If it should become apparent that broadcast use is not a vital part of DAVI tape utilization, then might it not be desirable to establish the policy that DAVI tapes may be used only for non-broadcast purposes? Such a policy would result in at least two important advantages. First, duplication of effort would be reduced. The NAEB is well established with its Tape Network which makes a good variety of series available to educational stations for a reasonable charge. On the other hand, the NAEB, as I understand it, does not ordinarily furnish tapes for non-broadcast use. The area of tapes for classroom playback is a vast one with a great potential and a growing demand. I think this is the area of DAVI-AERT responsibility. The needs for broadcast tapes and for classroom tapes are both so important that areas of responsibility should be chosen to make possible the concentration of energies without overlapping.

The second advantage to DAVI would be an increased number of program sources. At the present time most important college and university producers of educational broadcasts make their output available to the NAEB Network. Some of these producers have also furnished tapes to the DAVI library, but not many have done so. If these production centers were made to understand that the NAEB was distributing for broadcast and the DAVI-AERT library was distributing for non-broadcast only, many more of the centers would offer programs to both organizations.

If the NAEB chose to agree to this exclusive-area arrangement, the DAVI tape library might be able to obtain some master tapes from NAEB. The NAEB series would have been carefully screened originally and a great many would be especially for classroom use. Such series would be an accessible, pre-evaluated and, very important addition to the DAVI tape catalog.

I know that both the NAEB and the DAVI are unselfishly concerned with serving educational needs. It seems to me that educational needs in the areas of broadcasting and recordings could be most efficiently served if duplication of effort could be minimized through such a plan as I have suggested. What do you think of the idea?

Sincerely,

Gale R. Adkins
Director

GRA:pf
cc. Dr. Harry Skornia
Dr. Ralph H. Hall

Dear Mr. Adkins:

We are in receipt of the copy of your June 1 letter to Miss Myer. Dr. Skornia probably won't be in the office until the latter part of next week so it will be awhile before he can reply to this.

Winifred Coatney (Mrs.)
Secretary

June 27, 1956

Miss Anna L. Hyer
Associate Executive Secretary
Department of Audio-Visual Instruction
National Education Association
1201 Sixteenth Street Northwest
Washington 6, D. C.

Dear Ann:

Thank you for your letter of June 25 requesting a complete listing of our available programs.

Unfortunately, due to the nature of our operation, we do not retain a listing of programs such as your catalog for the National Tape Repository. However, we do have a list for office purposes, and I am enclosing a copy of it for your use. As you will see by the "Erased" after many series, we do not have masters of all programs. Also, the "S" preceeding certain serial numbers means that series is an in-school production.

If you wish further information (such as originating stations, etc.) about any series, please contact me. I hope this will be of help to you.

Sincerely,

Robert E. Underwood, Jr.
Network Manager

REU:wc
Enc.

July 24, 1956

Miss Anna L. Hyer
Associate Executive Secretary
Department of Audio-Visual Instruction
National Education Association
1201 Sixteenth Street Northwest
Washington 6, D. C.

Dear Miss Hyer:

In response to your letter of July 18, I am returning the sheets you enclosed with the information you requested. Since the JEFFERSONIAN HERITAGE and WAYS OF MANKIND I-II are NAEB produced, I am enclosing some descriptive material on them.

If I can be of further assistance, please feel free to contact me.

Sincerely,

Robert E. Underwood, Jr.
Network Manager

REU:dfc
Enclosures

Sent B-23, B-24, B-27, July 24, 1956 dfc

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

Officers and National Delegates
L. C. LARSON, President
Director, Audio-Visual Center, Indiana University

ROBERT deKIEFFER, Vice-President
Director, Bureau of Audio-Visual Instruction, University of Colorado

WALTER A. WITTICH, Past President
Director, Bureau of Audo-Visual Instruction, University of Wisconsin

LEE W. COCHRAN
Executive Assistant, Extension Division, State University of Iowa

AMO DE BERNARDIS
Assistant Superintendent Portland (Ore.) Public Schools

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

JAMES D. FINN
Associate Professor of Education University of Southern California

CLYDE K. MILLER
Director, Division of Audio-Visual Education, State of Ohio Department of Education

KATHLEEN MOON
Director, Audio-Visual Education Fulton County (Ga.) Schools

CHARLES F. SCHULLER
Director, Audio-Visual Center, Michigan State University

ERNEST TIEMANN
Director, Visual Instruction Bureau, University of Texas

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff
FLOYDE E. BROOKER
Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Administrative Assistant

MARY C. WELCH
Administrative Assistant

July 18, 1956

RECEIVED
NAEB HEADQUARTERS
JUL 20 1956
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Audio-Visual Communication Review
WILLIAM H. ALLEN, Editor
Associate Professor in Cinema and Education, University of Southern California, Los Angles 7, Calif.

Mr. Robert E. Underwood, Jr.
Network Manager
National Association of Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Mr. Underwood:

Thank you very much for sending me the list of your network offerings. Gertrude Broderick and I have gone over the list and neither of us are sufficiently acquainted with the list to make intelligent selections.

We thought if you would send us the originating stations for the list of programs enclosed, we would then write asking for program descriptions.

Thank you very much for your help.

Sincerely,

Anna L. Hyer/jrf

Anna L. Hyer
Associate Executive Secretary

ALH:jrf

Enclosure

August 16, 1956

Miss Anna L. Hyer
Associate Executive Secretary
Department of Audio-Visual Instruction
National Education Association
1201 Sixteenth Street Northwest,
Washington 6, D. C.

Dear Ann:

With regard to your letter of August 13, here are the names and addresses you need:

Basil Thornton, BBC
North American Representative
The British Broadcasting Corp.
630 Fifth Avenue
New York 20, N. Y.

Mrs. Alice Lewitin, RDF
French Broadcasting System
972 5th Ave.
New York 21, N. Y.

David Randolph
420 East 86th St.
New York 28, N. Y.

Thanks for a copy of the letter you are sending out. I hope it brings results.

With best wishes,

Cordially,

Robert E. Underwood, Jr.
Network Manager

REU/ok

August 16, 1956

Miss Anna L. Hyer
Associate Executive Secretary
Department of Audio-Visual Instruction
National Education Association
1201 Sixteenth Street Northwest,
Washington 6, D. C.

Dear Ann:

With regard to your letter of August 13, here are the names and addresses you need:

Basil Thornton, BBC
North American Representative
The British Broadcasting Corp.
630 Fifth Avenue
New York 20, N. Y.

Mrs. Alice Lewitin, RDF
French Broadcasting System
972 5th Ave.
New York 21, N. Y.

David Randolph
420 East 86th St.
New York 28, N. Y.

Thanks for a copy of the letter you are sending out. I hope it brings results.

With best wishes,

Cordially,

Robert E. Underwood, Jr.
Network Manager

REU/ok

August 16, 1956

Miss Anna L. Hyer
Associate Executive Secretary
Department of Audio-Visual Instruction
National Education Association
1201 Sixteenth Street Northwest,
Washington 6, D. C.

Dear Ann:

With regard to your letter of August 13, here are the names and addresses you need:

Basil Thornton, BBC
North American Representative
The British Broadcasting Corp.
630 Fifth Avenue
New York 20, N. Y.

Mrs. Alice Lewitin, RDF
French Broadcasting System
972 5th Ave.
New York 21, N. Y.

David Randolph
420 East 86th St.
New York 28, N. Y.

Thanks for a copy of the letter you are sending out. I hope it brings results.

With best wishes,

Cordially,

Robert E. Underwood, Jr.
Network Manager

REU/ok

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

RECEIVED
NAEB HEADQUARTERS
AUG 15 1956
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Officers and National Delegates
L. C. LARSON, President
Director, Audio-Visual Center, Indiana University

ROBERT deKIEFFER, Vice-President
Director, Bureau of Audio-Visual Instruction, University of Colorado

WALTER A. WITTICH, Past President
Director, Bureau of Audo-Visual Instruction, University of Wisconsin

LEE W. COCHRAN
Executive Assistant, Extension Division, State University of Iowa

AMO DE BERNARDIS
Assistant Superintendent Portland (Ore.) Public Schools

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

JAMES D. FINN
Associate Professor of Education University of Southern California

CLYDE K. MILLER
Director, Division of Audio-Visual Education, State of Ohio Department of Education

KATHLEEN MOON
Director, Audio-Visual Education Fulton County (Ga.) Schools

CHARLES F. SCHULLER
Director, Audio-Visual Center, Michigan State University

ERNEST TIEMANN
Director, Visual Instruction Bureau, University of Texas

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff
FLOYDE E. BROOKER
Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Adminstrative Assistant

MARY C. WELCH
Adminstrative Assistant

August 13, 1956

Audio-Visual Communication Review
WILLIAM H. ALLEN, Editor
Associate Professor in Cinema and Education, University of Southern California, Los Angles 7, Calif.

Mr. Robert E. Underwood, Jr.
Network Manager
National Association of Educational Broadcasters
119 Gregory Hall
Urbana, Illinois

Dear Bob:

I thought I should drop you a note to keep you informed as to our activities relative to the 1956 Supplement to the National Tape Recording Catalog, the project of AERT-DAVI.

Letters have gone out under the signature of Gertrude Broderick and myself to fourteen producers of programs in the NAEB Library. We asked these producers to send us program descriptions of their materials in which we thought we might be interested. A sample of the type of letter sent out is enclosed.

Could you tell me to whom I should write concerning permission to utilize materials produced by Randolph, FBS and the BBC?

I will continue to keep you informed concerning our activities. We certainly appreciate your cooperation.

Sincerely,

Anna L. Hyer
Associate Executive Secretary

ALH:JMC

Enclosure

August 8, 1956

Miss Arlene McKellar, Assistant Director
Wisconsin School of the Air, Station WHA
Madison, Wisconsin

Dear Miss McKellar:

I am certain that you have heard of the DAVI-AERT Tape Recording Catalog and Re-Recording Service. I am enclosing a copy of the 1955 Supplement to the Tape Recording Catalog for your further information. The service is intended primarily to provide educational programs on tape for use in school and college classrooms. The Committee tries to select tape recorded programs which are of high educational and technical quality and of general and lasting value. The tape recording service has been well received by the schools.

The national committee is now collecting information on new, suitable and available programs from which it will select the programs to be added to the tape services this fall. This year, NAEB has agreed for us to make use of some titles now being carried by their network if the original producers agree. We are of course interested in programs that are of continued educational interest to schools. We would appreciat it if you would bare this in mind as you consider the idea of releasing some of your programs for use in the National Tape Recording Library.

From the NAEB Tape Network Headquarters, we have learned that the following program produced by you might be made available for our use:

RADIO ALMANAC

Would you be willing to have the above program considered for inclusion in the National Tape Recording Library offerings? If so, we would appreciate it if you will forward a catalog describing each program or series of programs. This would help us to select those which seem best to meet our needs.

If you have other programs to suggest, please be assured that we would welcome the opportunity to learn about them.

Sincerely,

Gertrude Broderick
Radio Education Specialist
U. S. Office of Education

Anna L. Hyer
Associate Executive Secretary
DAVI

for the
DAVI-AERT NATIONAL RADIO & RECORDING COMMITTEE

October 23, 1956

Miss Anna L. Hyer
Associate Executive Secretary
Department of Audio Visual Instruction
National Education Association
1201 Sixteenth Street Northwest
Washington 6, D. C.

Dear Ann:

Nice to see you. Do you need anything further, beyond the oral discussion we had? I assume you'll proceed to get tapes directly from sources except for those where we or the Center own the rights.

Still in a little rush. Madame Paz is with us for a couple of days and we're trying to get maximum value from her stay here.

Sincerely,

Harry J. Skornia
Executive Director

HJS:dfc

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

RECEIVED
NEA HEADQUARTERS
OCT 8 1956
AM 7|8|9|10|11|12|1|2|3|4|5|6

Officers and National Delegates
L. C. LARSON, President
Director, Audio-Visual Center, Indiana University

ROBERT deKIEFFER, Vice-President
Director, Bureau of Audio-Visual Instruction, University of Colorado

WALTER A. WITTICH, Past President
Director, Bureau of Audo-Visual Instruction, University of Wisconsin

LEE W. COCHRAN
Executive Assistant, Extension Division, State University of Iowa

AMO DE BERNARDIS
Assistant Superintendent Portland (Ore.) Public Schools

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

JAMES D. FINN
Associate Professor of Education University of Southern California

CLYDE K. MILLER
Director, Division of Audio-Visual Education, State of Ohio Department of Education

KATHLEEN MOON
Director, Audio-Visual Education Fulton County (Ga.) Schools

CHARLES F. SCHULLER
Director, Audio-Visual Center, Michigan State University

ERNEST TIEMANN
Director, Visual Instruction Bureau, University of Texas

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff
FLOYDE E. BROOKER
Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Adminstrative Assistant

MARY C. WELCH
Adminstrative Assistant

October 5, 1956

Audio-Visual Communication Review
published by WILLIAM H. ALLEN, Editor
Associate Professor in Cinema and Education, University of Southern California, Los Angles 7, Calif.

Mr. Robert E. Underwood, Jr.
Network Manager
National Association of Educational Broadcasters
119 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Bob:

As you know, I have written to the producers of several of the series carried in the NAEB Network concerning their possible release for use in the AERT-DAVI Tape Recording Project. One question has come up which will have a bearing on whether or not we will be able to utilize this program source.

In a letter to Ralph Hall, you stated that you would make masters for the Listen America Series, produced by the University of North Carolina, at a charge of $2.00 per reel. The project does not have funds to make such payment possible. My question is this; do we have the right to make our own masters as we do with other programs? or, is it necessary for us to have you prepare masters of those programs in the NAEB Network listings which we wish to carry? If the latter is true, there is no point in our going further in our negotiations with the producers.

In the past, we have worked in one of the two following ways:

(1) Either the producer sent tapes to Kent State, recordings were made and the original tapes returned to the producer, or

(2) the producer prepared masters and sent them to Kent and we reimbursed them for the tape used to produce the masters.

In other words, there was a mailing of tape, but no financial payment.

I will be at your meeting in Atlanta, and would appreciate some clearance of this matter at that time if you do not find time to reply by letter earlier.

Sincerely,

Anna L. Hyer
Associate Executive Secretary

ALH:JMC

I think this
calls for slow
re-evaluation of
policy & situ.
in view of
Noel-Baker * (after
merger). Did want
a complete picture.
+ Kenwright (ex Central
might have some
views, too.

DS

November 5, 1956

Miss Anna L. Hyer
Associate Executive Secretary
Department of Audio-Visual Instruction
National Education Association
1201 Sixteenth Street, Northwest
Washington 6, D. C.

Dear Ann:

No objection to any of the programs you list in your October 31 letter. I hope you eventually get many more.

I hope Bob has by now sent you brochures (and mentions of albums) for Jeffersonian Heritage and Ways of Mankind I. Did you decide against Ways of Mankind II? The FAE found the second series the most useful of the two, and brought out special discussion group albums entitled Ways of Justice, for this.

See you in Atlantic City, I trust.

Sincerely,

Harry J. Skornia
Executive Director

HJS:dfc

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

Officers and National Delegates
L. C. LARSON, President
Director, Audio-Visual Center, Indiana University

ROBERT deKIEFFER, Vice-President
Director, Bureau of Audio-Visual Instruction, University of Colorado

WALTER A. WITTICH, Past President
Director, Bureau of Audo-Visual Instruction, University of Wisconsin

LEE W. COCHRAN
Executive Assistant, Extension Division, State University of Iowa

AMO DE BERNARDIS
Assistant Superintendent Portland (Ore.) Public Schools

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

JAMES D. FINN
Associate Professor of Education University of Southern California

CLYDE K. MILLER
Director, Division of Audio-Visual Education, State of Ohio Department of Education

KATHLEEN MOON
Director, Audio-Visual Education Fulton County (Ga.) Schools

CHARLES F. SCHULLER
Director, Audio-Visual Center, Michigan State University

ERNEST TIEMANN
Director, Visual Instruction Bureau, University of Texas

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff
FLOYDE E. BROOKER
Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Adminstrative Assistant

MARY C. WELCH
Adminstrative Assistant

October 31, 1956

Audio-Visual Communication Review
WILLIAM H. ALLEN, Editor
Associate Professor in Cinema and Education, University of Southern California, Los Angles 7, Calif.

RECEIVED
NAEB HEADQUARTERS
NOV 2 1956
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Mr. Harry J. Skornia
Executive Director
National Association of Educational
Broadcasters
114 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

Thanks for your note. I know you are very busy if Madame Paz has been visiting you. I thought she was quite a delightful lady.

So far, the following programs are the only ones that have been released to us by producers of the group in which we were interested:

Roots of Jazz
Know Your Neighbors
What's The Big Idea
World of Wonders
Ways of Mankind
The Jeffersonian Heritage
A Survey of the Madrigal
Man's Right to Knowledge and the Free Use Thereof

If you question our use of any of these, please let me know at once as we are now in the process of preparing the Catalog for printing.

Sincerely,

Anna L. Hyer
Associate Executive Secretary

ALH:JMC

DAVI file

November 2, 1956

Dr. Anna L. Hyer
National Education Association
of the United States
1201 Sixteenth Street, Northwest
Washington 6, D. C.

Dear Anna:

I am enclosing the two sheets you sent for comment, together with a brochure for WAYS OF MANKING I. Here are my comments:

1. WAYS OF MANKING I. The enclosed brochure will give, under each program title, some idea of what subject each program is devoted. These short descriptions may help to explain the titles.

   Also, regarding the availability of these programs for broadcast or private purposes: as you know these programs are available to anyone in an LP album for $25.00; and, in album form, they may be used for broadcast over both commercial and non-commercial outlets on a one-time, sustaining basis. This is also true of THE JEFFERSONIAN HERITAGE series.

2. THE JEFFERSONIAN HERITAGE. You might preface this listing by stating that this series is a study of Jefferson's philosophy on various subjects and the relation of that philosophy to the basic problem of today.

Other than these suggestions, we feel that these sheets are all right as is.

Best wishes.

Cordially,

Robert E. Underwood, Jr.
Network Manager

REU/ok
Enclosures (3)

November 29, 1956

Miss Anna L. Hyer
Associate Executive Secretary
Department of Audio-Visual Instruction
National Education Association
1201 Sixteenth Street, Northwest
Washington 6, D. C.

Dear Anna:

Dr. Skornia is tied up in a series of conferences this week, so I am responding to your letter of November 26 regarding the series you would like for copying at the Repository.

Unfortunately, what you have in mind puts us on the spot. Since we do not allow any of our master tapes to go beyond the confines of this building, we would have to dub copies of all the programs you wish to have for the Repository. Now, to cover this cost we must charge our going rate which is $5.00 per reel. At that rate the following series would cost you approximately $430.00:

Roots of Jazz	- 26 reels
Know Your Neighbors	- 7 reels
What's the Big Idea?	- 7 reels
World of Wonders	- 7 reels
Survey of the Madrigal	- 13 reels
Man's Right to Knowledge	- 26 reels

Thus, I think it would be best if you consulted the individual producers to see if they can be of assistance to you.

WAYS OF MANKIND and JEFFERSONIAN HERITAGE are, as you may know, LP albums, although we do have them on tape at a higher price. We cannot rent these albums as only the Audio-Visual Aids Department of the University of Illinois has that power which was given them by us as part of an agreement we made some time ago. If you wish to rent them from A-V here, fine; but we were wondering if DAVI might not wish to buy them from us at $25.00 per album.

I am sorry about this, but our policies are fast and hard on these matters, and I don't see how we can sidestep them.

Best wishes.

Cordially,

Robert E. Underwood, Jr.
Network Manager

REU:dfc
cc: Dr. Ralph H. Hall
Dr. Harry J. Skornia

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

RECEIVED
NAEB HEADQUARTERS
NOV 27 1956
AM 7|8|9|10|11|12|1|2|3

Officers and National Delegates
L. C. LARSON, President
Director, Audio-Visual Center, Indiana University

ROBERT deKIEFFER, Vice-President
Director, Bureau of Audio-Visual Instruction, University of Colorado

WALTER A. WITTICH, Past President
Director, Bureau of Audio-Visual Instruction, University of Wisconsin

LEE W. COCHRAN
Executive Assistant, Extension Division, State University of Iowa

AMO DE BERNARDIS
Assistant Superintendent Portland (Ore.) Public Schools

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

JAMES D. FINN
Associate Professor of Education University of Southern California

CLYDE K. MILLER
Director, Division of Audio-Visual Education, State of Ohio Department of Education

KATHLEEN MOON
Director, Audio-Visual Education Fulton County (Ga.) Schools

CHARLES F. SCHULLER
Director, Audio-Visual Center, Michigan State University

ERNEST TIEMANN
Director, Visual Instruction Bureau, University of Texas

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff
FLOYDE E. BROOKER
Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Adminstrative Assistant

MARY C. WELCH
Adminstrative Assistant

November 26, 1956

Audio-Visual Communication Review
WILLIAM H. ALLEN, Editor
Associate Professor in Cinema and Education, University of Southern California, Los Angles 7, Calif.

Dr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Harry:

Recently I had word from your office that the eight series from your offerings which we plan to carry in our 1956 Tape Catalog Supplement made with your approval. I appreciated getting this clearance. As you recall, the programs in question were:

Roots of Jazz 26
Know Your Neighbors 7
What's The Big Idea 7
World of Wonders 7
Ways of Mankind 7

The Jeffersonian Heritage 13
A Survey of the Madrigal 13
Man's Right to Knowledge and the Free Use Thereof 26

Would it be possible for you to send tapes or disc recordings of these series to the National Tape Repository at Kent State University, where tape masters for our use could be prepared and the originals returned to you? If this is possible, it would save us much time. If you cannot do this, then it will be necessary for us to go back to the producers, all of whom have given us permission to carry their materials.

May I have a reply to this matter quickly, so that if necessary, I can contact the producers? Thank you very much.

Sincerely,

Anna L. Hyer
Associate Executive Secretary

ALH:JMC

cc: Dr. Ralph H. Hall

5-18-7-11

21
26
26
13
86
5
430

553-7
56-24-26
556-3
556-4
554-2 13

November 29, 1956

Mr. Floyde E. Brooker
Executive Secretary
Department of Audio-Visual Instruction
National Education Association
1201 Sixteenth Street, Northwest
Washington 6, D. C.

Dear Floyde:

Excellent plan outlined in your November 20 memo to DAVI members. Certainly hope many requests come in, and hope it reached people in time. I'd like to know how this goes, so we can give it a plug if it goes over.

Best regards,

Harry J. Skornia
Executive Director

HJS:dfc

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

November 20, 1956

RECEIVED
NOV 26 1956
AAEB HEADQUARTERS

Officers and National Delegates
L. C. LARSON, President
Director, Audio-Visual Center, Indiana University

ROBERT deKIEFFER, Vice-President
Director, Bureau of Audio-Visual Instruction, University of Colorado

WALTER A. WITTICH, Past President
Director, Bureau of Audo-Visual Instruction, University of Wisconsin

LEE W. COCHRAN
Executive Assistant, Extension Division, State University of Iowa

AMO DE BERNARDIS
Assistant Superintendent Portland (Ore.) Public Schools

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

JAMES D. FINN
Associate Professor of Education University of Southern California

CLYDE K. MILLER
Director, Division of Audio-Visual Education, State of Ohio Department of Education

KATHLEEN MOON
Director, Audio-Visual Education Fulton County (Ga.) Schools

CHARLES F. SCHULLER
Director, Audio-Visual Center, Michigan State University

ERNEST TIEMANN
Director, Visual Instruction Bureau, University of Texas

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff
FLOYDE E. BROOKER
Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Adminstrative Assistant

MARY C. WELCH
Adminstrative Assistant

Audio-Visual Communication Review
WILLIAM H. ALLEN, Editor
Associate Professor in Cinema and Education, University of Southern California, Los Angles 7, Calif.

Dear DAVI Member,

The NEA is embarking on a new venture. You can share in it.

Ed Murrow on his television show SEE IT NOW, Sunday, December 2, 1956, 5 P.M. (EST) will be featuring the child aid program of the United Nations Children's Fund. The show is built around Danny Kaye, as "ambassador-at-large" for the Fund; he travelled some 50,000 miles through Europe, Africa and Israel visiting with children in a dozen countries.

NEA and the Columbia Broadcasting System have worked together to develop a Classroom Discussion Guide for this program. The Guide, being developed by a Committee, will be available by the time this letter reaches you.

The Discussion Guide brings out the educational values of the television show for the elementary and secondary school levels with emphasis on international relations, children of the lands visited, social studies and health.

Free copies of this Classroom Discussion Guide are available for you and your interested teachers. For your copy (or copies) write to National Education Association, Box 1857, Washington, D.C.

Whether or not this kind of cooperation and these kinds of programs are developed further will depend largely on the response to this trial balloon, and on the final judgment of the values of this kind of service and program. We believe that the audio visual specialist has a key role in such determination.

Sincerely,

Floyde E. Brooker

Floyde E. Brooker
Executive Secretary

P.S. - Please note the date December 2nd - so hurry!

FROM: [illegible]

ATTENTION OF:

_____ Skornia
_____ Bidlack
_____ Hill
_____ Schooley
_____ ~~Underwood~~
_____ Kappmeyer
_____ Blackburn
_____ Trump
_____ Peterson
_____ Secretarial
_____ Other: _____

Anna Dyer called from Washington

I told her what was in your letter, Bob. She'll contact producers.

ACTION:

_____ For your information
_____ For signature
_____ Please handle
_____ File
_____ Return
_____ Comment and return
_____ Supply background info.
_____ Newsletter
_____ Other: _____

DATE: 11/29

FES

I talked to Bob & suggested this. We can't copy without charging since we're all overloaded already. Neither can we loan altpress, since they are often damaged. Loss & damage in mailing refers to both masters & altpress — you can often get from producers, free of charge.

file
DAVI

November 29, 1956

Miss Anna L. Hyer
Associate Executive Secretary
Department of Audio-Visual Instruction
National Education Association
1201 Sixteenth Street, Northwest
Washington 6, D. C.

Dear Anna:

Dr. Skornia is tied up in a series of conferences this week, so I am responding to your letter of November 26 regarding the series you would like for copying at the Repository.

Unfortunately, what you have in mind puts us on the spot. Since we do not allow any of our master tapes to go beyond the confines of this building, we would have to dub copies of all the programs you wish to have for the Repository. Now, to cover this cost we must charge our going rate which is $5.00 per reel. At that rate the following series would cost you approximately $430.00:

Roots of Jazz	- 26 reels
Know Your Neighbors	- 7 reels
What's the Big Idea?	- 7 reels
World of Wonders	- 7 reels
Survey of the Madrigal	- 13 reels
Man's Right to Knowledge	- 26 reels

Thus, I think it would be best if you consulted the individual producers to see if they can be of assistance to you.

WAYS OF MANKIND and JEFFERSONIAN HERITAGE are, as you may know, LP albums, although we do have them on tape at a higher price. We cannot rent these albums as only the Audio-Visual Aids Department of the University of Illinois has that power which was given them by us as part of an agreement we made some time ago. If you wish to rent them from A-V here, fine; but we were wondering if DAVI might not wish to buy them from us at $25.00 per album.

I am sorry about this, but our policies are fast and hard on these matters, and I don't see how we can sidestep them.

Best wishes.

Cordially,

RB

Robert E. Underwood, Jr.
Network Manager

REU:dfc
cc: Dr. Ralph H. Hall
Dr. Harry J. Skornia ✓

December 18, 1956

Dr. Ann L. Hyer
Associate Executive Secretary
Department of Audio-Visual Instruction
National Education Association
1201 Sixteenth Street Northwest
Washington 6, D. C.

Dear Ann:

I'm inclined to think the terms of our grant pretty positively prevent use of our Workshop Funds for anything except educational television directly. Otherwise we would be accused of trying to dominate in some way an area not our own. They are also available only to educational institutions for the development of further and better offerings for training ETV station and production center personnel, essentially (at least as defined in our grant). I wish we had funds available to do what you suggest, because it is a mighty important need.

I'm sorry about the three programs you can't list, but I'm glad that you are able to get and list the rest of those discussed. At least that's considerable progress, even though a little short of 100%.

Our best at the holiday season.

Sincerely,

Harry J. Skornia
Executive Director

HJS:dfc

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

Officers and National Delegates
L. C. LARSON, President
Director, Audio-Visual Center, Indiana University

ROBERT deKIEFFER, Vice-President
Director, Bureau of Audio-Visual Instruction, University of Colorado

WALTER A. WITTICH, Past President
Director, Bureau of Audo-Visual Instruction, University of Wisconsin

LEE W. COCHRAN
Executive Assistant, Extension Division, State University of Iowa

AMO DE BERNARDIS
Assistant Superintendent Portland (Ore.) Public Schools

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

JAMES D. FINN
Associate Professor of Education University of Southern California

CLYDE K. MILLER
Director, Division of Audio-Visual Education, State of Ohio Department of Education

KATHLEEN MOON
Director, Audio-Visual Education Fulton County (Ga.) Schools

CHARLES F. SCHULLER
Director, Audio-Visual Center, Michigan State University

ERNEST TIEMANN
Director, Visual Instruction Bureau, University of Texas

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff
FLOYDE E. BROOKER
Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Adminstrative Assistant

MARY C. WELCH
Adminstrative Assistant

Audio-Visual Communication Review
WILLIAM H. ALLEN, Editor
Associate Professor in Cinema and Education, University of Southern California, Los Angles 7, Calif.

December 14, 1956

Dr. Harry J. Skornia
National Association of Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Dr. Skornia:

I received from Mr. Robert E. Underwood, Jr. the information concerning the conditions under which you could make copies of programs for the national repository. I regret that we are unable, financially, to make use of your services. We are dropping from the catalogue the following program series: Survey of the Madrigal - 13 reels; Ways of Mankind and Jeffersonian Heritage. The others we inquiried about are being obtained directly from the producers.

On December 1, you sent a memorandum to NAEB members calling attention to the availability of funds for educational television work shops. Floyde and I have talked several times with various of our members who had expressed the interest in a television work shop planned particularly for the Audio Visual Director. Such a work shop would probably emphasize the utilization and programing possibility rather then the production techniques.

We are wondering if the Grant-in-Aid could be obtained from a experimental work shop of this nature. I would appreciate your comments and suggestions.

Sincerely,

Ann L. Hyer
Associate Executive Secretary

ALH:mo

DAVI

February 19, 1957

Mr. Ralph Hall, Coordinator
Audio Visual Center
Kent State University
Kent, Ohio

Dear Ralph:

None of us will be at the DAVI Convention from Headquarters. Dick Hull will be there (NAEB Vice President) if you'd like to tap him.

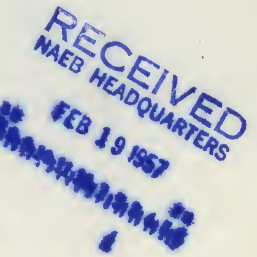
I have no problems to bring up. Think we're making progress together.

Sincerely,

Harry J. Skornia
Executive Director

HJS:dfc

KENT STATE UNIVERSITY
KENT, OHIO



February 15, 1957

Dr. Harry Skornia
Executive Director, NAEB
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Kitty tells me that Monday, March 4, from 1:30 to 4:00 has been set aside for the meeting of the Radio and Recording Committee. We have a considerable agenda to cover of pertinent operational procedure. CAN YOU BE THERE?

1. Will you be going to Washington for the meeting?

2. Can you meet with the Committee?

3. Can you send an alternate (if you will not be present) with ideas and briefing?

If you can't be in Washington and want to be able to send an alternate--please shoot on your ideas so they can be presented at this meeting.

Sincerely yours,

Ralph

Ralph N. Bell
Coordinator
Audio Visual Center

DAVI

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

Officers and National Delegates
L. C. LARSON, President
Director, Audio-Visual Center, Indiana University

ROBERT deKIEFFER, Vice-President
Director, Bureau of Audio-Visual Instruction, University of Colorado

WALTER A. WITTICH, Past President
Director, Bureau of Audo-Visual Instruction, University of Wisconsin

LEE W. COCHRAN
Executive Assistant, Extension Division, State University of Iowa

AMO DE BERNARDIS
Assistant Superintendent Portland (Ore.) Public Schools

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

JAMES D. FINN
Associate Professor of Education University of Southern California

CLYDE K. MILLER
Director, Division of Audio-Visual Education, State of Ohio Department of Education

KATHLEEN MOON
Director, Audio-Visual Education Fulton County (Ga.) Schools

CHARLES F. SCHULLER
Director, Audio-Visual Center, Michigan State University

ERNEST TIEMANN
Director, Visual Instruction Bureau, University of Texas

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff
FLOYDE E. BROOKER
Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Adminstrative Assistant

MARY C. WELCH
Adminstrative Assistant

March 1, 1957

RECEIVED
NAEB HEADQUARTERS
APR 19 1957
AM 7|8|9|10|11|12|1|2|3|4|5 PM

Audio-Visual Communication Review
WILLIAM H. ALLEN, Editor
Associate Professor in Cinema and Education, University of Southern California, Los Angles 7, Calif.

Dear DAVI Member:

As a part of the materials you receive as a member of DAVI, we are enclosing your free copy of the following publications:

1. National Tape Recording Catalog, Second Edition, 76 pp, 1957, $1.00. This catalog contains information on over 1000 selected educational tape programs available to schools and is the result of the excellent work being performed for DAVI members by the Radio and Recordings Committee of DAVI-AERT. DAVI is able to make these tapes available to you through the cooperation of Kent State University.

2. Telling Your A-V Story. This is the first publication of the Audio-Visual Commission on Public Information. DAVI is a participant in this Commission. This publication was prepared by Dr. Charles F. Schuller of Michigan State University, is duplicated by NAVA, and distributed through EFLA. Additional copies of this publication are available through the address given on the back cover.

We hope you will all enjoy these publications and find them useful in your own professional growth.

Cordially,

Floyde E Brooker

Floyde E. Brooker
Executive Secretary

DAVI

March 11, 1957

Mr. Floyde Brooker
Department of Audio-Visual Instruction
National Education Association
1201 Sixteenth Street, N. W.
Washington 6, D. C.

Dear Floyde:

May I congratulate you on your excellent recent editorial (Educational Confusion)? One of the best I've heard or seen, old boy. We're certainly with you.

Congratulations also on what sounds like a fine Convention. Our travel budget no longer permits our "attending" conventions, unless we're earmarked to play a role commensurate with travel costs. You've all heard from me in past years often enough so I'm glad to see new blood being involved, and I was pretty "snowed" all month, with Hill on vacation and others away from the office.

Sincerely,

Harry J. Skornia
Executive Director

HJS/dfc

DAVI

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

Officers and National Delegates

L. C. LARSON, President
Director, Audio-Visual Center, Indiana University

ROBERT deKIEFFER, Vice-President
Director, Bureau of Audio-Visual Instruction, University of Coloredo

WALTER A. WITTICH, Past President
Director, Bureau of Audo-Visual Instruction, University of Wisconsin

LEE W. COCHRAN
Executive Assistant, Extension Division, State University of Iowa

AMO DE BERNARDIS
Assistant Superintendent Portland (Ore.) Public Schools

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

JAMES D. FINN
Associate Professor of Education University of Southern California

CLYDE K. MILLER
Director, Division of Audio-Visual Education, State of Ohio Department of Education

KATHLEEN MOON
Director, Audio-Visual Education Fulton County (Ga.) Schools

CHARLES F. SCHULLER
Director, Audio-Visual Center, Michigan State University

ERNEST TIEMANN
Director, Visual Instruction Bureau, University of Texas

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff

FLOYDE E. BROOKER
Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Adminstrative Assistant

MARY C. WELCH
Adminstrative Assistant

March 27, 1957

RECEIVED
NAEB HEADQUARTERS
MAR 29 1957
7|8|9|10|11|12|1|2|3|4|5|6
P M

Audio-Visual Communication Review
WILLIAM H. ALLEN, Editor
Associate Professor in Cinema and Education, University of Southern California, Los Angles 7, Calif.

Dr. Leo Martin
School of Communications
Michigan State University
East Lansing, Michigan

Dear Dr. Martin:

For a long time I have been intending to write to you concerning a memorandum you sent out in November to AERT members concerning the merger of AERT and NAEB.

We here were very displeased with the statement made in the memorandum, "No other organization seemed interested in a merger with AERT at that time although attempts were made to interest them in such an arrangement". This is certainly a misrepresentation of the facts and we felt that an explanation should have been made to your membership or at least to your Board.

As long as five years ago and annually from then on, we have expressed an interest in some sort of merger or organizational relationship between DAVI and AERT. I even appeared before your Board making such a proposal and expressed the interest of DAVI in AERT. I certainly feel that it was an unfair slap at DAVI to have the statement quoted above go out to all AERT members.

I will appreciate any explanation from you about how this error can be corrected and why it occurred. It may be too late to do anything now, but I certainly want this organization on record in the matter.

Sincerely,

Anna L. Hyer
Associate Executive Secretary

ALH:JMC

cc: Dr. Harry J. Skornia

DAVI

April 3, 1957

Miss Anna Hyer
Department of Audio-Visual Instruction
National Education Association
1201 Sixteenth Street, NW
Washington 6, D. C.

Dear Ann:

I wonder if you could help me regarding the attached? I wonder where my name might have been listed as a participant?

One reason I ask is that, when I arrived at the DAVI Convention in Detroit, I found the Recording Project Committee had met the day before. I had not been informed. However, whether informed or not, if one's name is listed somewhere, many will assume absence as an indication of lack of interest, or worse.

One other lead: After last year's Convention Harold Wigren wrote saying to save on my calendar dates for this year's DAVI Convention, because my participation was needed. I expressed interest, but never heard from this again either. I wonder if I might have been listed for this? Having no convention program, all my shots are "in the dark", of course.

I received the carbon of your letter to Leo Martin. Since I played no role in ASBEM-NAEB negotiations, and in fact kept strictly out of all this, I have very little to contribute, and assume you didn't expect me to. Thanks for the copy though; I regret anything which strains organizational relations which I think you and I and others are trying so hard to keep on a friendly basis.

I would be grateful for any leads you can give me on the "thank-you" note. I'm only mystified. Our budget and policy is against my "attending" conventions unless participation is important enough to justify the expense in both time and money.

Sincerely,

Harry J. Skornia
Executive Director

HJS/hsk
Enc.

DAVI

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

RECEIVED
APR 10 1957
AUDIO-VISUAL MATERIALS

April 8, 1957

Officers and National Delegates
ROBERT deKIEFFER, President
Director, Bureau of Audio-Visual Instruction, University of Colorado

CHARLES F. SCHULLER, Vice-President
Director, Audio-Visual Center, Michigan State University

L. C. LARSON, Past President
Director, Audio-Visual Center, Indiana University

WALTER S. BELL
Director, Audio-Visual Education, Atlanta (Ga.) Public Schools

LEE W. COCHRAN
Executive Assistant, Extension Division, State University of Iowa

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

JAMES D. FINN
Professor of Education, University of Southern California

ELIZABETH GOLTERMAN
Director, Division of Audio-Visual Education, St. Louis Public Schools

J. J. McPHERSON
Director, Audio-Visual Materials Consultation Bureau, Wayne State University

MENDEL SHERMAN
Associate in Utilization and Research, Audio-Visual Center, Indiana University

ERNEST TIEMANN
Director, Visual Instruction Bureau, University of Texas

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff
FLOYDE E. BROOKER
Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Administrative Assistant

MARY C. WELCH
Administrative Assistant

Audio Visual Communication Review
WILLIAM H. ALLEN, Editor
System Development Division, The RAND Corporation 2500 Colorado Avenue, Santa Monica, Calif.

Dr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Harry:

I am sending you a copy of the 1957 convention program. The 1958 convention will be held in Minneapolis, at the Hotel Leamington, April 18 - 24.

I have looked through the 1957 program and find your name listed only one place - as a member of the Radio and Recordings Committee, in relation to their committee meeting. As I recall Kitty told me that you were planning to attend the convention if at all possible. This was probably the reason that your name was not omitted from the committee listing. I assume that Mr. Bell sent a letter of thanks to all those whose name appeared in the program. The national office sent letters of thanks only to those who registered. I regret this error.

Sincerely,

Anna L. Hyer
Associate Executive Secretary

ALH:JMC

cc: Mr. Walter S. Bell

COPY
Sent for the information of
Harry Skornia

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 GREGORY HALL
URBANA, ILLINOIS

April 15, 1957

Miss Anna L. Hyer
Associate Executive Secretary
Dept. of Audio-Visual Instruction
National Education Association
1201 16th Street
Washington 6, D. C.

Dear Miss Hyer:

I have before me copies of your correspondence with Dr. Harry Skornia relative to the Joint Committee for recordings.

We of NAEB should be glad to continue our status of co-sponsor. I can think of no better people then Gertrude Broderick and Gale Adkins to represent us in this activity.

I should emphasize, however, that decisions taken in the name of this joint group should be presented in advance of publication to our representatives, for reference at their discretion to our headquarters or national officers.

I hope I may see you at the IERT meeting in Columbus next month.

Yours sincerely,

BP

Burton Paulu
President

BP:lt

April 1, 1957

Miss Anna L. Hyer
Associate Executive Secretary
Dept. of Audio-Visual Instruction
National Education Association
1201 16th Street
Washington 6, D. C.

Dear Ann:

I have talked with Burton Paulu about the Joint Committee for recordings.

It is my understanding that we intend to continue co-sponsorship, as NAEB, with Gertrude Broderick and Gale Adkins to represent us, rather than the larger number. However, because this will have to come from Paulu as President, I am sending him a copy of this letter for a formal reply. It is possible that he may feel that Board approval is necessary before this is finalized.

Sincerely,

Harry J. Skornia
Executive Director

HJS/hek
cc: Burton Paulu

File copy
Please Return

April 1, 1957

Miss Anna L. Hyer
Associate Executive Secretary
Dept. of Audio-Visual Instruction
National Education Association
1201 16th Street
Washington 6, D. C.

Dear Ann:

I have talked with Burton Paulu about the Joint Committee for recordings.

It is my understanding that we intend to continue co-sponsorship, as NAEB, with Gertrude Broderick and Gale Adkins to represent us, rather than the larger number. However, because this will have to come from Paulu as President, I am sending him a copy of this letter for a formal reply. It is possible that he may feel that Board approval is necessary before this is finalized.

Sincerely,

Harry J. Skornia
Executive Director

HJS/hck

March 27, 1957

Miss Anna L. Hyer
Associate Executive Secretary
Dept. of Audio-Visual Instruction
National Education Association
1201 16th Street
Washington 6, D. C.

Dear Anna:

In reply to yours of March 25, I'll check with Paulu on this during the next few days, and let you know.

There is a possibility that you'll be hearing from someone at the Center regarding Kent State serving as repository and outlet for all NAEB-ETRC Grant-in-Aid programs for non-broadcast use. Since they own these rights, I'd suggested that they be the ones to contact you. If they don't, we'll see what we can do, because this would seem a natural possibility to consider, though there may be others, of course.

On what kind of equipment are these tapes made, and what is the guarantee of good quality? I think that's one question the Center has raised on this.

Sincerely,

Harry J. Skornia
Executive Director

HJS/hek
cc's: Burton Paulu
Ken Wright

March 27, 1957

Miss Anna L. Hyer
Associate Executive Secretary
Dept. of Audio-Visual Instruction
National Education Association
1201 16th Street
Washington 6, D. C.

Dear Anna:

In reply to yours of March 25, I'll check with Paulu on this during the next few days, and let you know.

There is a possibility that you'll be hearing from someone at the Center regarding Kent State serving as repository and outlet for all HAEB-ETRC Grant-in-Aid programs for non-broadcast use. Since they own these rights, I'd suggested that they be the ones to contact you. If they don't, we'll see what we can do, because this would seem a natural possibility to consider, though there may be others, of course.

On what kind of equipment are these tapes made, and what is the guarantee of good quality? I think that's one question the Center has raised on this.

Sincerely,

Harry J. Skornia
Executive Director

HJS/hek
cc's: Burton Paulu
Ken Wright

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

Officers and National Delegates:
L. C. LARSON, President
Director, Audio-Visual Center, Indiana University

ROBERT deKIEFFER, Vice-President
Director, Bureau of Audio-Visual Instruction, University of Colorado

WALTER A. WITTICH, Past President
Director, Bureau of Audo-Visual Instruction, University of Wisconsin

LEE W. COCHRAN
Executive Assistant, Extension Division, State University of Iowa

AMO DE BERNARDIS
Assistant Superintendent Portland (Ore.) Public Schools

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

JAMES D. FINN
Associate Professor of Education University of Southern California

CLYDE K. MILLER
Director, Division of Audio-Visual Education, State of Ohio Department of Education

KATHLEEN MOON
Director, Audio-Visual Education Fulton County (Ga.) Schools

CHARLES F. SCHULLER
Director, Audio-Visual Center, Michigan State University

ERNEST TIEMANN
Director, Visual Instruction Bureau, University of Texas

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff
FLOYDE E. BROOKER
Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Adminstrative Assistant

MARY C. WELCH
Adminstrative Assistant

March 25, 1957

RECEIVED
NAEB HEADQUARTERS
MAR 27 1957
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Audio-Visual Communication Review
WILLIAM H. ALLEN, Editor
Associate Professor in Cinema and Education, University of Southern California, Los Angles 7, Calif.

Mr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Harry:

As you probably know in the past AERT and DAVI have had a Joint Radio and Recordings Committee one of the major projects of which has been the setting up of the tape recording services for schools.

Membership on this Committee expired at the time of the DAVI Convention. The DAVI Executive Committee has voted to continue this Committee and to request that the joint nature be continued. Since the merger of AERT and NAEB I assume that you are the person to whom I should write concerning this matter. If your organization desires to continue the co-sponsorship of this Committee we would like for you to suggest a co-chairman from your organization and appropriate members for the Committee. DAVI has asked Dr. Ralph H. Hall to continue as their Chairman for this Committee.

On page six of the new Tape Recording Catalog is a list of the previous members. I have checked the names of those in the copy which is enclosed who were representatives of AERT. Probably the two most active of these have been Gertrude Broderick and Gale R. Adkins. I would suggest that the co-chairman be one of the people who has had experience as a participant on the Committee in the past.

I will appreciate your comments and suggestions.

Sincerely,

Anna L. Hyer
Associate Executive Secretary

ALH:JMC

Enclosure
cc: Dr. Robert deKieffer
Dr. Ralph H. Hall

Department of Audio-Visual Instruction
NATIONAL EDUCATION ASSOCIATION
1201 SIXTEENTH STREET, N. W., WASHINGTON 6, D. C.

RECEIVED
NAEB HEADQUARTERS
APR 18 1957
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

April 16, 1957

Mrs. Judith B. Gans
National Association of
Educational Broadcasters
114 Gregory Hall
Urbana, Illinois

Dear Mrs. Gans:

It was my understanding that the Department of Audio-Visual Instruction was to exchange their publications for the publications of NAEB and that the Fact Sheets were included in this service.

If the above is not correct, let me know and we will accept the billing as we certainly do want to continue receiving the Fact Sheets.

Sincerely,

Anna L. Hyer/c

Anna L. Hyer
Associate Executive Secretary

ALH:JMC

Cancel invoice!

Done 4-18-57 JMG

73256

DAVI

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

April 18, 1957

Officers and National Delegates

ROBERT deKIEFFER, President
Director, Bureau of Audio-Visual Instruction, University of Colorado

CHARLES F. SCHULLER, Vice-President
Director, Audio-Visual Center, Michigan State University

L. C. LARSON, Past President
Director, Audio-Visual Center, Indiana University

WALTER S. BELL
Director, Audio-Visual Education, Atlanta (Ga.) Public Schools

LEE W. COCHRAN
Executive Assistant, Extension Division, State University of Iowa

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

JAMES D. FINN
Professor of Education, University of Southern California

ELIZABETH GOLTERMAN
Director, Division of Audio-Visual Education, St. Louis Public Schools

J. J. McPHERSON
Director, Audio-Visual Materials Consultation Bureau, Wayne State University

MENDEL SHERMAN
Associate in Utilization and Research, Audio-Visual Center, Indiana University

ERNEST TIEMANN
Director, Visual Instruction Bureau, University of Texas

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff

FLOYDE E. BROOKER
Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Administrative Assistant

MARY C. WELCH
Administrative Assistant

Audio Visual Communication Review
WILLIAM H. ALLEN, Editor
System Development Division, The RAND Corporation 2500 Colorado Avenue, Santa Monica, Calif.

Dr. Harry J. Skornia
National Association of Educational Broadcasters
119 Gregory Hall
Urbana, Illinois

Dear Dr. Skornia:

At the last meeting of the Board of Directors of DAVI they voted a commendation to the AVCR Board for their outstanding contributions to the organization and the teachers of America. It is my pleasure to pass along to you this commendation, and to add my own deep and sincere thanks. It is only through cooperative effort and the time that you have so nobly given that our organization has been able to make such rapid and successful progress in the direction of improving instruction and communication of ideas in the schools of America.

Sincerely,

Robert deKieffer

Robert deKieffer
President

RECEIVED
NAEB HEADQUARTERS
APR 22 1957
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

DAVI

RECEIVED
NAEB HEADQUARTERS
APR 22 1957
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

April 18, 1957

Miss Anna L. Hyer
Associate Executive Secretary
Department of Audio-Visual Instruction
National Education Association
1201-16th Street, N.W.
Washington 6, D.C.

Dear Miss Hyer:

You have shocked me with your letter of complaint concerning the wording of the AERT memorandum of last November 1. Certainly there was no intent to slight DAVI. The reference to the sentence which has displeased you "No other organization seemed interested, etc." followed a sentence referring to the situation as of five years ago. My information was that at that time (1951) there were no other organizations which had approached AERT with any indications of a merger. The reference in the memorandum was confined to that particular period. No mention was made of the offer of DAVI to merge with AERT in 1956 for the intentional reason that such mention at this time could rather raise doubts which might be unwarranted.

I wish that you had raised this point back in November of last year after the memorandum was mailed. It is most difficult to deal with the matter five months later and especially after the merger between AERT and NAEB has been effected.

It is unfortunate that you have called the memorandum "an unfair slap at DAVI." This has not been the intention of anyone in official position with AERT. On the contrary, some of us have maintained a very high regard for DAVI, and we were of the opinion that the feeling was mutual until your letter was received.

Sincerely,

Leo Martin, Head
Radio-Television Area

LM:cs
cc: Dr. Harry Skornia

FES 7HS

April 23, 1957

Dr. Leo Martin
Radio and Television Area
Department of Speech
College of Communication Arts
Michigan State University
East Lansing, Michigan

Dear Leo:

May I congratulate you on your excellent reply to Anna Hyer? Masterfully handled!

Sincerely,

Harry J. Skornia
Executive Director

HJS:jg

Department of Audio-Visual Instruction
NATIONAL EDUCATION ASSOCIATION
1201 SIXTEENTH STREET, N. W., WASHINGTON 6, D. C.

File

OF NEA

RECEIVED
NAEB HEADQUARTERS
APR 29 1957
2 3 4 5 6 7 8 9 10 11 12 1 2 3 4 5 6 7 8

April 26, 1957

Miss Judith B. Gans
NAEB
National Headquarters
14 Gregory Hall
Urbana, Illinois

Dear Miss Gans:

Thank you for your notice that there was an error in billing us for the NAEB-TV Research Fact Sheets. I know this happens frequently in our office in relation to complimentary exchanges.

Enclosed is my check to pay my personal dues until January 1, 1958.

Sincerely,

Anna L. Hyer
Associate Executive Secretary

ALH:JMC

Enclosure

DAVI

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

April 26, 1957

Officers and National Delegates
ROBERT deKIEFFER, President
Director, Bureau of Audio-Visual Instruction, University of Colorado

CHARLES F. SCHULLER, Vice-President
Director, Audio-Visual Center, Michigan State University

L. C. LARSON, Past President
Director, Audio-Visual Center, Indiana University

WALTER S. BELL
Director, Audio-Visual Education, Atlanta (Ga.) Public Schools

LEE W. COCHRAN
Executive Assistant, Extension Division, State University of Iowa

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

JAMES D. FINN
Professor of Education, University of Southern California

ELIZABETH GOLTERMAN
Director, Division of Audio-Visual Education, St. Louis Public Schools

J. J. McPHERSON
Director, Audio-Visual Materials Consultation Bureau, Wayne State University

MENDEL SHERMAN
Associate in Utilization and Research, Audio-Visual Center, Indiana University

ERNEST TIEMANN
Director, Visual Instruction Bureau, University of Texas

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff
FLOYDE E. BROOKER
Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Administrative Assistant

MARY C. WELCH
Administrative Assistant

Audio Visual Communication Review
WILLIAM H. ALLEN, Editor
System Development Division, The RAND Corporation 2500 Colorado Avenue, Santa Monica, Calif.

Dr. Burton Paulu, President
National Association of Educational Broadcasters
Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

Dear Dr. Paulu:

Thank you very much for indicating the kind of interest NAEB has in the Radio and Recordings Committee. We will contact Gertrude Broderick and Gale Adkins concerning their membership on the Committee.

I regret that I will be unable to attend the IERT Committee meeting in Columbus. Some personnel changes in the office are in process which make my leaving at that time impossible.

Sincerely,

Anna L. Hyer/c

Anna L. Hyer
Associate Executive Secretary

ALH:JMC

cc: Mrs. Gertrude G. Broderick
Mr. Gale R. Adkins
Dr. Ralph H. Hall

May 1, 1957

Professor Walter S. Bell
Program Chairman, 1957 DAVI Convention
Board of Education
Dept. of Audio-Visual Education
170 10th St. N.E.
Atlanta, Georgia

Dear Professor Bell:

In reply to yours of April 29, I did not protest either your letter of thanks or listing. I only used it to find out if I might have been listed for something I didn't know about, as has happened. It's embarrassing to be a "no-show" under those circumstances.

Thanks for the extra note. It was wholly unnecessary and unexpected. And best wishes to you and DAVI.

Sincerely,

Harry J. Skornia
Executive Director

HJS/hek
cc: Anna Hyer

DAVI

BOARD *of* EDUCATION
OF THE CITY OF ATLANTA
ATLANTA 5, GEORGIA

Department of Audio-Visual Education
170 Tenth Street, N. E.

April 29, 1957

Dr. Harry J. Skornia, Executive Director
National Association of Educational
Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Dr. Skornia:

I have received a copy of a letter from Anna Hyer of DAVI which indicates that your name was erroneously listed in our 1957 convention program as a participant. If this was an error, please accept my apologies. Since you have had experience with engineering national conventions, I am sure you understand how errors can creep into the published program.

Wishing you and your association every possible success with your splendid program, I am

Sincerely yours,

Walter S. Bell

Walter S. Bell, Program Chairman
1957 DAVI Convention

WSB/bd

cc: Anna L. Hyer

DAVI

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

RECEIVED
NAEB HEADQUARTERS
MAY 10 1957
AM 7|8|9|10|11|12|1|2|3|4|5

Officers and National Delegates
ROBERT deKIEFFER, President
Director, Bureau of Audio-Visual Instruction, University of Colorado

CHARLES F. SCHULLER, Vice-President
Director, Audio-Visual Center, Michigan State University

L. C. LARSON, Past President
Director, Audio-Visual Center, Indiana University

WALTER S. BELL
Director, Audio-Visual Education, Atlanta (Ga.) Public Schools

LEE W. COCHRAN
Executive Assistant, Extension Division, State University of Iowa

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

JAMES D. FINN
Professor of Education, University of Southern California

ELIZABETH GOLTERMAN
Director, Division of Audio-Visual Education, St. Louis Public Schools

J. J. McPHERSON
Director, Audio-Visual Materials Consultation Bureau, Wayne State University

MENDEL SHERMAN
Associate in Utilization and Research, Audio-Visual Center, Indiana University

ERNEST TIEMANN
Director, Visual Instruction Bureau, University of Texas

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff
FLOYDE E. BROOKER
Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Administrative Assistant

MARY C. WELCH
Administrative Assistant

Audio Visual Communication Review
WILLIAM H. ALLEN, Editor
System Development Division, The RAND Corporation
2500 Colorado Avenue, Santa Monica, Calif.

Dear DAVI Member:

This is the most important service packet that you will receive this year from your professional organization.

(1) a. Please note the very special bulletin on our campaign PICTURES TO CONGRESS. Here is a real opportunity for all DAVI members to provide the most solid kind of promotion for a more effective use of still pictures. Please act NOW!

b. The NEA News for March 1957 refuting the United States Chamber of Congress' statement that there is no shortage of classrooms.

(2) The report of DAVI for the year 1956-57 from Detroit to Washington.
- a. A report on committee activities
- b. Distribution report for current publications
- c. Report on Audio-Visual COMMUNICATION REVIEW
- d. The results of a survey of state affiliated organizations
- e. Your new Constitution
- f. The report of the membership growth of your organization
- g. An analysis of the responsibilities of the staff of your national office. Please note that your national staff has responsibilities both to the Division of Audio-Visual Instructional Services and to the Department of Audio-Visual Instruction. I believe that you will find it interesting to note in this analysis, the many and varied activities of the national staff and the many projects under way. We shall appreciate your study and comments on this analysis.

(3) A copy of a twice monthly study guide based on a current theatrical entertainment film and designed for classroom use and teachers. Under the chairmanship of Dr. Joseph M. Mersand, The Educational Consultants on Entertainment Films publish this review on the reverse side of Joint Estimates of Current Entertainment Films. If you wish a gratis subscription, write to: Mrs. M. Henry Dawson, Editor, Joint Estimates of Current Entertainment Films, 28 West 44th Street, New York 36, New York.

Cordially,

Floyde E. Brooker

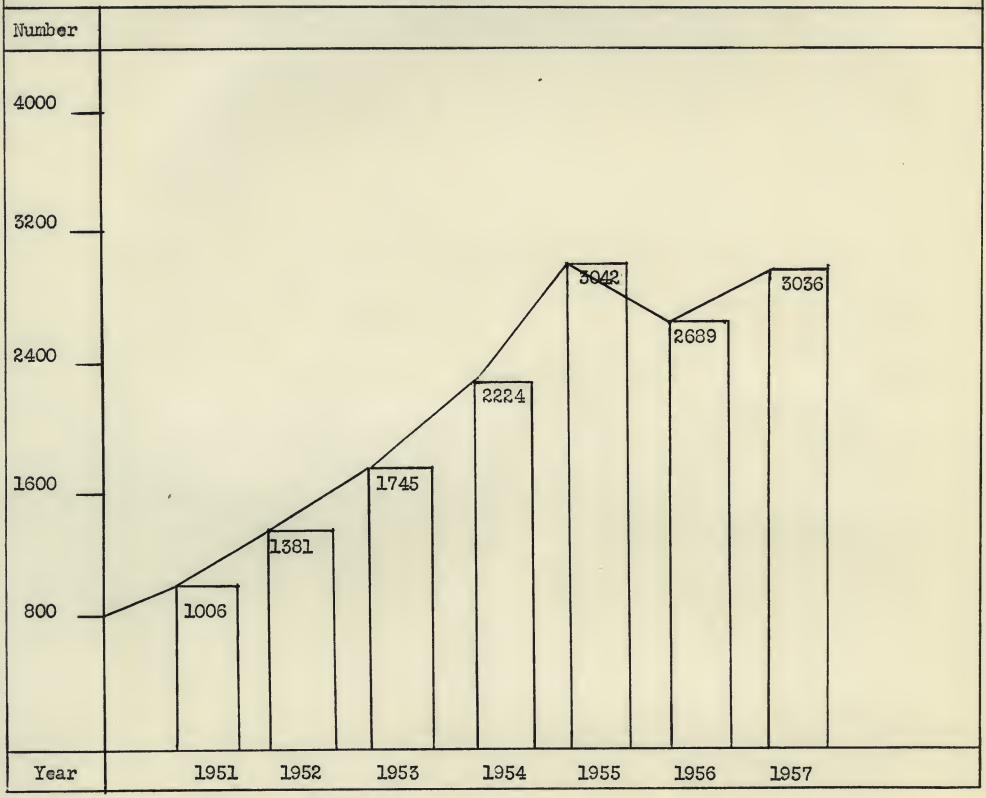
Floyde E. Brooker
Executive Secretary

Constitution is in "Constitution" file

FEB:jrf
Enclosures

DEPARTMENT OF AUDIO-VISUAL INSTRUCTION

Membership Growth
January 1951-1957



MEMBERSHIP CLASSIFICATION

D. A. V. I.

	July 1956	Jan. 1957
I. INDIVIDUAL MEMBERSHIP		
A. With Audio-Visual Instruction	1,356	1,606
B. With both Audio-Visual Instruction and Audio-Visual COMMUNICATION REVIEW	955	1,015
II. SCHOOL SERVICE PIAN		
A. With Audio-Visual Instruction	69	76
B. With both Audio-Visual Instruction and Audio-Visual COMMUNICATION REVIEW	61	62
III. NEA PLAN I		
A. With Audio-Visual Instruction	33	33
B. With both Audio-Visual Instruction and Audio-Visual COMMUNICATION REVIEW	64	65
IV. LIBRARY		
A. With Audio-Visual Instruction	14	18
B. With both Audio-Visual Instruction and Audio-Visual COMMUNICATION REVIEW	54	62
V. INSTITUTIONAL MEMBERSHIP (with AVCR)	62	69
VI. BUSINESS ORGANIZATION MEMBERSHIP (with AVCR)	23	32
Totals	2,691	3,036
* Audio-Visual Instruction (Independent Subscription)	97	231
* Combination Membership (Membership with AVCR)	1,219	1,305

INSTITUTIONAL Membership in
D. A. V. I.

ARIZONA	1. University of Arizona
CALIFORNIA	1. Orange Coast Junior College 2. San Jose State College 3. San Diego City Schools 4. San Diego Unified School District 5. San Francisco Unified School District 6. Wright School (El Monte)
COLORADO	1. University of Colorado
CONNECTICUT	1. University of Connecticut 2. Yale University
DELAWARE	1. Board of Education of Wilmington
FLORIDA	1. Brevard County Board of Public Instruction 2. Florida State University 3. Instructional Materials Department, Miami, Florida 4. Library School, Florida State University 5. University of Miami
ILLINOIS	1. Chicago Teachers College
INDIANA	1. Indiana State College, Terre Haute, Indiana 2. Purdue University
KANSAS	1. Kansas State Teachers College (Emporia) 2. Kansas State Teachers College (Pittsburg)
LOUISIANA	1. Southern University
MASSACHUSETTS	1. Harvard University
MICHIGAN	1. Grosse Pointe, Department of Instruction 2. Michigan State University 3. Wayne University, A-V Bureau 4. Wayne University, Visual Auditory Utilization Center 5. Western Michigan College 6. University of Michigan
MINNESOTA	1. Macalester College 2. A-V Education Service, University of Minnesota 3. A-V Extension Service, University of Minnesota
MISSOURI	1. Kansas City Public Schools 2. St. Louis Public Schools 3. University of Missouri
NEBRASKA	1. University of Nebraska 2. University of Omaha

Institutional Membership in D. A. V. I. (2)

NEW HAMPSHIRE	1. Dartmouth College 2. University of New Hampshire
NEW JERSEY	1. Elizabeth, New Jersey Public Schools, Paul W. Novello, A-V Education 2. Newark Board of Education
NEW YORK	1. Brooklyn Public Schools, Dr. Edward G. Bernard, Director of A-V Instr. 2. Brooklyn Board of Education 3. Board of National Missions 4. Brooklyn College 5. Foreign Policy Association 6. Levittown Memorial High School
NORTH CAROLINA	1. University of North Carolina
OHIO	1. Akron Board of Education, Visual Department 2. Kent State University 3. Ohio University (Athens)
OREGON	1. Portland Public Schools
OKIAHOMA	1. University of Oklahoma
PENNSYLVANIA	1. York Film Library (York)
SOUTH CAROLINA	1. University of South Carolina
TENNESSEE	1. Tennessee A & I State University
TEXAS	1. Dallas Independent School District 2. Houston Independent School District 3. Texas Southern University 4. University of Texas 5. West Texas Co-operative A-V Service (Lubbock)
VIRGINIA	1. Richmond Public Schools
WASHINGTON	1. Central Washington College 2. Eastern Washington College 3. Spokane Public Schools 4. University of Washington
WISCONSIN	1. Milwaukee Public Schools
FOREIGN	
IRAQ	1. American Embassy (Baghdad)

BUSINESS ORGANIZATION Membership in
D. A. V. I.

CALIFORNIA	1. Bailey Films, Inc. Hollywood, California 2. Walt Disney Productions, Burbank, California 3. Film Association of California, Los Angeles, California 4. Pat Dowling Pictures, Los Angeles 15, California 5. Self Teaching Aids, Los Angeles 43, California
DISTRICT OF COLUMBIA	1. Robert J. Brady Co., Washington, D.C.
GEORGIA	1. Miller Manufacturing Co., Atlanta 5, Georgia 2. The Distributor's Group, Inc., Atlanta 8, Georgia
ILLINOIS	1. Harwald Company, Inc., Evanston, Illinois 2. Mackin Venetian Blind Company, Momence, Illinois 3. Illini A-V Educ. Ser., Peoria, Illinois 4. Encyclopedia Britannica Films, Inc., Wilmette, Illinois 5. Society for Visual Education, Chicago 14, Illinois
MARYLAND	1. Folkemer Photo Service, Baltimore 16, Maryland
MASSACHUSETTS	1. American Optical Company, Chelsea 50, Massachusetts
MICHIGAN	1. Whipple Studio, Standish, Michigan
MISSOURI	1. Perceptual Development Laboratory, St. Louis 17, Missouri
NEW JERSEY	1. Levolor Lorentzen, Inc., Hoboken, New Jersey 2. Charles Beseler Company, East Orange, New Jersey
NEW YORK	1. American Petroleum Institute, New York 20, New York 2. Association Films, Inc., New York 17, New York 3. Brandon Films, Inc., New York 19, New York 4. Cushman & Dennison Mfg. Company, New York 18, New York 5. Enrichment Materials, Inc., New York 1, New York 6. Ken Killian Company, Westbury, New York 7. Phonotapes, Inc., New York 19, New York 8. Shell Oil Company, New York 20, New York 9. Teaching Film Custodians, New York 36, New York 10. Transvision, Inc., New Rochelle, New York 11. United World Films, Inc., New York 29, New York 12. Young America Films, Inc., New York 17, New York
OHIO	1. Duracote Corporation, Ravenna, Ohio

D.A.V.I. MEMBERSHIP DISTRIBUTION

	1953		1954		1955		1956		1957
	Jan.	July	Jan.	July	Jan.	July	Jan.	July	Jan.
Alabama	9	18	19	21	28	28	19	15	22
Alaska	1	1	3	3	1	1	3	3	5
Arizona	5	7	7	12	17	17	28	19	20
Arkansas	7	10	10	14	18	17	16	14	15
California	159	167	183	243	294	289	306	300	328
Colorado	27	33	34	33	52	50	37	36	44
Connecticut	68	65	68	68	53	52	78	77	79
Delaware	3	4	5	7	23	23	7	7	8
District of Columbia	40	48	45	51	44	44	48	50	53
Florida	118	119	122	126	154	158	165	163	181
Georgia	71	80	85	38	60	60	47	47	63
Hawaii	6	7	8	8	10	10	8	8	10
Idaho	6	4	4	7	6	6	6	7	8
Illinois	84	124	134	204	223	220	157	179	192
Indiana	38	51	61	94	110	107	87	85	86
Iowa	25	30	38	43	44	42	36	36	38
Kansas	16	19	21	29	32	30	27	26	29
Kentucky	12	16	16	16	16	16	18	19	19
Louisiana	9	12	11	12	17	16	13	12	17
Maine	2	2	2	8	8	8	6	8	8
Maryland	20	23	23	23	27	26	24	24	25
Massachusetts	80	85	83	84	101	97	85	83	92
Michigan	93	103	116	161	170	169	119	127	144
Minnesota	47	57	59	76	79	78	70	70	83
Mississippi	8	12	13	12	11	11	11	10	10
Missouri	23	33	33	40	48	48	45	42	48

	1953		1954		1955		1956		1957
	Jan.	July	Jan.	July	Jan.	July	Jan.	July	Jan.
Montana	0	2	3	3	3	2	6	7	7
Nebraska	12	20	22	26	26	26	30	30	34
Nevada	1	0	0	1	3	3	6	6	5
New Hampshire	3	3	5	7	8	7	10	9	9
New Jersey	37	41	52	66	84	83	78	74	82
New Mexico	8	8	11	14	15	15	9	10	14
New York	174	217	243	296	334	338	310	331	382
North Carolina	19	23	23	27	30	29	25	26	35
North Dakota	36	34	33	35	36	35	35	36	40
Ohio	42	59	70	96	103	103	80	93	102
Oklahoma	56	56	39	42	44	43	34	36	36
Oregon	27	30	31	33	39	38	34	34	41
Pennsylvania	65	74	71	97	106	104	97	97	96
Puerto Rico	4	5	5	6	7	7	3	5	5
Rhode Island	10	10	10	10	12	12	8	8	8
South Carolina	6	14	15	40	38	34	45	41	41
South Dakota	3	3	5	8	7	7	5	6	7
Tennessee	12	30	33	31	34	33	27	29	35
Texas	42	54	61	74	103	98	93	81	93
Utah	4	6	9	9	9	9	9	11	15
Vermont	1	1	1	1	2	2	2	2	2
Virginia	32	38	34	38	50	50	45	45	44
Washington	84	83	97	112	123	119	99	99	109
West Virginia	27	25	28	28	26	26	18	16	16
Wisconsin	48	88	91	96	103	103	48	48	52
Wyoming	3	2	2	3	8	8	6	7	6
FOREIGN (37 countries)	10	22	26	32	43	42	58	68	78
TOTALS	1,745	2,080	2,224	2,665	3,042	2,910	2,689	2,753	3,036

DEPARTMENT OF AUDIO-VISUAL INSTRUCTION

RECOMMENDATION FORM

From: Name _____

Position _____

Address _____

Mail To: Paul W. F. Witt, Chairman
DAVI Nominating Committee
525 West 120th Street
New York 27, New York

Re: Recommendations regarding nominations for DAVI Officers for 1958-1959. (All recommendations must be post marked not later than May 31, 1957.)

The names listed below are recommended for the consideration of the Nominating Committee in nominating persons for the offices indicated:

For President _____

For President-elect _____

For Vice-President _____

For Delegates-At-Large to the Board of Directors _____

_____

_____

These are (Check one):

_____ My personal recommendations.

_____ The recommendations of _____, an official affiliate of DAVI.

(State your position in this orgainzation:

_____)

Comments:

Date: _____ Signature: _____

Audio-Visual COMMUNICATION REVIEW

AVCR is being exceeding well received. About 45% of the DAVI membership are subscribers. Foreign coverage is good. Compliments are received from many sources indicating that the Journal is meeting a need. For example, TV information for many NAEB Fact Sheets is obtained from AVCR. Reprint privileges have been granted to such groups as Journalism Quarterly, Organization for European Economics Co-Operation, Rundfrink und Fernschen (Hambry, Germany), National Christian Council of India, Agrisearch.

Subscription Data

Number of Subscribers

Volume I	1204	Volume II	1271
Volume III	1568	Volume IV	1882

Analysis of Subscribers:

Independent subscribers (chiefly $4)	577
Combination membership and AVCR ($3)	1305
	1882

Domestic	1726
Foreign (48 countries)	156
	1882

Exchanges and complimentary subscriptions 60

Financial Report 2/15/57

Receipts

Cash on hand (includes $1000 of $1500 borrowed to start AVCR) $500 repaid during 1956	$1798.24
Outstanding accounts	253.50
Collected but not transferred on books (estimate)	1200.00
Approximate cash on hand 2/15/57	$3251.74
Estimated income based on present number of subscribers (Vol. V)	$3482.75
Total estimated receipts 1957 (Vol. V)	$6734.49

Anticipated Disbursements

Printing Fall 1956 issue	$1200.00
Printing 4 issues Vol V, 1957	4800.00

DISTRIBUTION REPORT
for
CURRENT PUBLICATIONS

February 25, 1957

Title	Date Published	No. Printed	Distributed	On Hand
Planning Schools for Use of Audio-Visual Materials, No. 1, CLASSROOMS	July 1952	10,000	9500*	600
Planning Schools for Use of Audio-Visual Materials, No. 2, AUDITORIUMS	Feb. 1953	7000	5850*	1150
Planning Schools for Use of Audio-Visual Materials, No. 3, THE AV INSTRUCTIONAL MATERIALS CENTER	Jan. 1954	7000	6660*	350
Planning Schools for Use of Audio-Visual Materials, No. 4, AV CENTERS IN COLLEGES AND UNIVERSITIES	Sept. 1955	5000	1550	3450
The School Administrator and His Audio-Visual Program - Yearbook	June 1954	5000 books 5000 unbound books	4500	5000 unbound pages 500 books
Guide to Films in Economic Education	June 1952	7500	7500*	0
Guide to Films in Human Relations	April 1954	7000	6600*	400
National Tape Recording Catalog, First Edition	Nov. 1954	7000	7000*	0
National Tape Recording Catalog, 1955 Supplement	Nov. 1955	6000	4400*	1600
National Tape Recording Catalog, Second Edition	Jan. 1957	8200**	430	7770
More Take-Home Learning Through Controlled Ventilation - filmstrip	Aug. 1955	125	102	23
Evaluative Criteria for AV Instructional Materials Services	Feb. 1956	6000	5650	350
Criteria for Business-Sponsored Educational Films	Dec. 1955	1000	525	475
Directory of Graduate AV Programs	Nov. 1955	2500	1400	1100

*Those with asterisk include copy sent free to DAVI members.
**Copies to be mailed to DAVI members following convention.

OUTLINE OF THE PURPOSES AND FUNCTIONS OF THE DIVISION OF AUDIO-VISUAL INSTRUCTIONAL SERVICES, NEA, AND OF THE DEPARTMENT OF AUDIO-VISUAL INSTRUCTION, NEA.

The following analysis of the purposes and functions of the Division and of the Department was made early in December 1956. On Thursday and Friday, December 6 and 7, President L. C. Larson, Vice-President Robert E. de Kieffer, Charles F. Schuller, A. J. Foy Cross, Floyde E. Brooker, Anna L. Hyer, Mary C. Welch, and Lyle W. Ashby met to analyze, discuss, and evaluate the purposes and functions of the Division and of the Department. The following outline is the result.

We do not regard this outline as being complete or perfect. It represents the work and thinking of this group in the time permitted. We hope to complete it in greater detail and to submit it to the Board of Directors for discussion. In the meantime it may serve to indicate some of the complexities of the field and some of the difficulties any single staff faces in trying to serve the field. Your comments and reactions will be welcomed and will be of assistance as we complete the outline.

OUTLINE OF PURPOSES AND FUNCTIONS

Underlying purpose of both the Division and the Department: To provide leadership for better education through the use of AV media and concepts in instruction and in professional communication.

Purposes and Functions: Division of Audio-Visual Instructional Services, NEA.

I-To provide and stimulate research and pioneering in the field.

A. Science Film Project
B. TV-work
*C. Development of Research Bulletins
*D. Surveys of research to determine needs
*E. Special conferences and workshops to achieve better present objectives, to ascertain new objectives
*F. Work in new fields and new media such as TV and automation

II-Raise standards and competencies of professional educators including teachers, administrators, and AV specialists

A. Work with TEPS AND FTA
B. Work thru DAVI with
   1. NCATE
   2. AACTE
   3. American Council on Education
   4. ACRL-AASL-DAVI
C. Thru conventions of Departments
D. Thru publications of Departments
E. Work to up-grade professional AV personnel thru DAVI committee, membership services.
F. School Facilities Council
G. Audio-Visual Commission on Public Information
*H. Working with regionals
*I. More work with state departments and organizations
*J. Analysis of needs and determination of program

III-To provide assistance and guidance to educators and related groups

A. Information via correspondence, etc.
B. Consultant service, i.e., Safety, Math., AEA, HPER
C. Convention planning and participation, i.e., Rural, AASA, Secondary School Principals
D. Committee Work
E. Office research and preparation of requested information material
*F. Application of TV
*G. Working with AV producers
*H. Improved liaison with AV committees of specialized educational organizations
*I. Better study and knowledge of new developments
*J. Exhibit of new materials, equipment, and building facilities
*K. Working with communication schools
*L. Stimulation of and better liaison with other organizations

IV-To provide services to NEA and NEA units

A. Professional services
*1. Production of AV materials for professional internal communications and instruction
*Poster *Slides
*Exhibits *Filmstrips
*Transparencies *Recordings
*Motion Pictures *Photographs
2. Bibliographis
3. Materials for publication--professional and promotional
*a. Initiation
*b. Consultation re publication
4. Staff committees
*5. Inform about AV field
6. Evaluation of AV materials
7. Clearinghouse for information
B. Equipment services
1. Projection
2. Maintenance
C. Distribution of NEA produced AV materials
INSPECTION-REPAIR-CIRCULATION

V-To represent the NEA and the AV field

A. At the international level
B. With national organizations (non-NEA)
C. Federal Government
1. Legislation
2. Liaison and relations

Purposes and Functions: Department of Audio-Visual Instruction, NEA

I-To provide and stimulate research and pioneering

A. Holding leadership development conferences
B. Publishing a national scholarly journal devoted to the dissemination of research findings
C. Formulation of school buildings standards
D. Surveys of status and recommendations for establishment of cooperative county AV centers
E.**Analyses of research application of AV media in education
*Developing proposals and research designs for definitive studies and applications of AV concepts and communication techniques to the improvement of instruction
**F. Advising individuals and organizations on needed research
G. Authoritative listing of research
*Stimulate and assist in planning research with the newer AV media such as television, overhead projector, etc.

II-Raise standards and competencies of professional educators including teachers, administrators, and other educational groups

III-Provide professional assistance and guidance to members, affiliated state organizations, and other educational groups

A. Professional committees
B. Consultant and field service
C. Making publications available
   1. School buildings
   2. Criteria
   3. Two magazines, etc., etc.
   4. Publications of outside organizations
D. Conventions
E. Liaison relationships
F. State and regional conferences

IV-To provide operational services to the membership and affiliated organizations

A. Supporting services
   Elections
   Membership
   Budget
   Publication sales
   Money raising
B. Conventions
C. Magazines
D. Other publications
E. Collection and distribution of service packets
F. Clearinghouse and correspondence and visitations
G. Staff field work
H. Liaison service
*I. Relations with affiliated organizations
   *1. Assistance on state legislative programs
   *2. Coordinate programs of publications
   *3. Membership promotional campaign and materials--both state and national
   *4. Leaflet on state and national relations
   *5. Consideration of unified dues
*J. Strengthening of state AV associations and develop patterns of coordination and specialization
*K. Student operations club organizations
*L. Special membership to FTA

V-To represent the membership to the NEA

VI-To represent the membership in local, state, regional, national, and international organizations and activities

VII-To improve the status and welfare of the professional membership and the AV field

*A. Studies of salary schedules and levels in universities, city systems, and buildings
*B. Study of released time and for salary difference for building coordinators

VII-(Continued)

*C. Status study of salary and rank in universities and school systems of AV personnel
*D. Study of state support for AV specialist

PROBLEMS

1. Shall units staff own production facilities or centralized in Division? Should NEA subsidize a unit to provide this service?

2. Extent to which Division should be a production unit

3. Extent of instructional versus communication services for units

4. No time to think and plan

DON'T DO ENOUGH

1. No systematic contacts with units

2. Feed articles systematically

3. Convention presentations

4. Systematic definition of problems and bringing together of research

5. TV

---

* Group believed that more time and effort were required.
** Group believed these items were not now being done but on which time and effort should be expended.

REPORT ON COMMITTEE ACTIVITIES
(34 committees)

I. Project Committees

Archives - Maurice T. Iverson, Chairman; William F. Kruse, Archivist
Expires at the 1957 DAVI Convention

Continued program on accumulating material, cataloging and storing it in the headquarters at Iowa State University. Obtained taped interviews of historical value from the following persons: B. A. Aughinbaugh, Alexander F. Victor, Rita Hochheimer, F. Dean McClusky, and Carl E. Milliken.

AV Instructional Materials - T. W. Roberts, Chairman; Robert LeAnderson, Assistant Chairman
Expires at the 1958 DAVI Convention

Attempting to complete four current projects; (1) a flat picture publication, (2) a brochure on the Use of Community Resources, (3) a booklet on "How-To-Do-It" ideas, (4) a booklet on the preparation and use of overhead transparencies. Considering the initiation of two new projects; (1) a resource booklet on "Do-It-Yourself" ideas, and (2) a resource booklet on bulletin board techniques.

Building Coordinators: Requirements of Training and Experience - Mendel Sherman, Chairman
(Sub-committee of Professional Education Committee) Appointed January 1957 (ad hoc)

To report at 1958 Convention.

Buildings and Equipment - A. J. Foy Cross, Chairman; Donald Ely, Assistant Chairman
Expires at the 1958 DAVI Convention

Prepared revised copy for third edition of the first brochure in the DAVI series Planning Schools for Use of Audio-Visual Materials. Served as on-the-spot consultants and "consulted" by correspondence with local school planning committees. Reconstructed scale model of classroom planned for maximum AV use. Promoted use of full scale demonstration room for meetings of boards and committees on buildings. Prepared articles for national journals. Cooperated in initiating and promoting state and regional meetings on AV in school house planning.

County and Cooperative Programs - Henry McCarty, Chairman; Lee Campion, Assistant Chairman
Expires at the 1957 DAVI Convention

Three of six chapters have been prepared on the brochure entitled "The County and Cooperative AV Instructional Materials Centers." This brochure is based on data collected from 149 cooperative AV centers throughout the United States. In the process of preparing a resource kit for people seeking information on how to start or operate a county or cooperative program. Sample data of all kinds will be put together for reference.

DAVI Participation in NEA Centennial Year - J. J. McPherson, Chairman
Appointed January 1957 (ad hoc)

Evaluation of Secondary School AV Programs - Daniel Rohrbach, Chairman;
A. W. VanderMeer, Assistant Chairman
Expires at the 1957 DAVI Convention

Distributed 5600 copies of Evaluative Criteria for AV Instructional Materials Services for field study. Prepared Information Request in summary form for evaluation of above criteria. Are at present studying reactions from field on proposed criteria for improvement. Established working relationship with committee which will study and revise the Cooperative Study of Secondary School Standards.

Legislative - Irving Boerlin, Chairman; Frank F. Gorow, Assistant Chairman
Expires at the 1958 DAVI Convention

Efforts were continued during this year of the 84th Congress to have the Senate Bill S.1292 enacted into law. Working with groups representing music education and publishing interests, library and book publishing interests, and educational testing interests, this bill, passed by the Senate, was finally incorporated by the House Post Office Committee into one big bill including the President's rate increases. For audio-visual, this bill would have extended the present low audio-visual materials rates within state or third zone limits to the entire United States. It is a matter of history that the House passed this combined bill and sent it to the Senate, where it "died" when the 84th Congress adjourned. Our original bill was re-introduced in the Senate and in the House in 1957. We will continue to work for its passage.

Assistant Chairman, Frank Gorow, started a survey of all types of audio-visual legislation within the states.

Professional Education - Kenneth Norberg, Chairman
Expires at the 1957 DAVI Convention

Conducted survey to gather data for revised edition of Directory of Graduate Programs for the Professional Education of Audio-Visual Supervisor, Directors, and Building Coordinators. Cooperated with national office of DAVI and the Committee on Standards of the National Council for the Accreditation of Teacher Education in the preparation of proposed standards for accreditation of programs for the professional education of audio-visual specialists. Dr. Norberg is acting as Departmental Editor of Audio-Visual COMMUNICATION REVIEW.

Research - Paul Wendt, Chairman
Expires at the 1957 DAVI Convention

The Committee has been investigating sources of a grant to make it possible for the DAVI to supplement the micro-film file of doctoral theses in audio-visual education at Indiana University so as to establish there a complete file of this material for the DAVI. A brochure entitled "What Research Says To The Teacher About Audio-Visual Education" is ready to be submitted to the Research Division of the NEA for publication in their series, "Research Says to the Teacher."

School Service Corps - Fred Winston, Chairman
Expires at the 1957 DAVI Convention

The first section of the manual tentatively entitled "The AV Instruction Squad" was presented and evaluated at the 1956 DAVI Convention. The suggestions and recommendations were studied by the writing committee and incorporated into the completed draft. The framework and working outline for the last section of the manual has been prepared for presentation to the committee as a whole at the 1957 Convention. This outline is to be expanded by the committee at the Convention.

Standards for AV Equipment - Chairman to be elected by committee members
Appointed January 1957 (ad hoc)

Teacher Education - William Fulton, Chairman
Expires at the 1957 DAVI Convention

Continued to represent DAVI in the Coordinating Committee of AACTE, in the National Convention of American Association of Colleges for Teacher Education, and in the regional conferences of the Commission on Teacher Education and Professional Standards. Members participated in the program at both of the conventions. Continued study of the schedules now being used by the National Council for Accreditation of Teacher Education, revised and re-submitted some proposed changes to be made in the next revision of the general schedules. Submitted proposed standards for a professional program for AV Specialists for inclusion in schedules now being used by NCATE. Submitted a list of consultants for the possible use of NCATE on accreditation teams.

Television - Emma Fantone, Chairman; James Davis, Assistant Chairman
Expires at the 1958 DAVI Convention

Investigating the possibilities of a workshop or workshops for DAVI members, the workshops to be set up specifically to assist AV personnel in fulfilling their role in educational television. Also preparing a questionnaire to obtain information on present and optimum viewing conditions for in-school use of television. Probably this information will be summarized and interpreted in a four-page brochure or in an article in Audio-Visual Instruction.

II. Functional Committees

Adult Education - Kenneth McIntyre, Chairman

Volume 10 in the set of folios prepared by the College and University Section of DAVI now available. Collection of publications and reports on audio-visual materials and techniques relating to Adult Education are included. The Adult Education Section has coordinated its activities with the Armed Forces Section, civil agencies of the government, and lay adult organizations for the current Washington conference. The program will be correlated with the three general session themes and should provide excellent audio-visual material on adult education to be added to Folio No. 10.

Armed Forces Section - Perry Graybill, Chairman

Have planned participation in the 1957 Convention.

City Programs - Constance Weinman, Chairman

Investigation underway on the following problems:

Cataloging - Ralph A. Stout
Booking Procedures - E. Dudley Parsons
Time Allowance for AV Building Directors - Edward Bernard
Preview Practices - Harold Coman
Distribution - Clifton Schropp
Production Practices for Radio and TV - Wanda Johnston
Data for Budget Justifications - Donald Ely
Communication Within A System - Lloyd J. Cartwright
In-Service Techniques with Teachers - Raymond Petrie
Evaluating AV Programs in Individual Schools - Walter Bell

College and University Programs - Harry M. Kauffman, Chairman; Ernest Tiemann, Assistant Chairman

During this current year an effort was made to survey carefully the entire higher education picture to determine which areas provide the most desirable ground for audio-visual study and research. Several studies on which committees had been working for some time were culminated several months ago. Included among these were the portfolio, roster, and bulletin projects. Foremost among the studies engaged in presently is the one dealing with the evaluation of college and university audio-visual programs. It is hoped that several new and significant projects may be launched at the forthcoming national meeting.

III. Liaison and Joint Committees and Commissions

AV Commission on Public Information - Charles Schuller, Chairman

This organization is composed of nine organizations who send representatives to meet together for the purpose of interpreting to the public information about the audio-visual field. DAVI is one of the participating organizations. To date the Commission has widely publicized a basic minimum equipment list and a statement that "one percent of a school's instructional budget be allocated for audio-visual instructional materials and equipment." Also a booklet entitled "Telling Your AV Story" is now being distributed. Numerous other projects are underway.

Coordinating Committee of AACTE (American Association of Colleges for Teacher Education)

DAVI has two representatives, William Fulton and Anna Hyer, on the Coordinating Committee of the American Association of Colleges for Teacher Education. This Committee is made up of special interest groups in the teacher education field. In addition to exchanging information, the group has been active in obtaining attention to the special interest fields in the evaluative criteria being developed for teacher education accreditation. The Committee also plans the Saturday morning program at the AACTE Convention each year.

DAVI-AAHPER (American Association for Health, Physical Education and Recreation) - Charles Norford, Chairman

This joint committee has published a brochure entitled "Audio-Visual Materials for Physical Education." This brochure sells for $1.50. Its work completed, this Committee is now being dissolved.

DAVI-ACSSAVO (Association of Chief State School Audio-Visual Officers)
Chairman to be elected by the committee
Appointed January 1957 (ad hoc)

This Committee is to investigate and make recommendations concerning methods of accounting and financing AV programs. This has specific reference to the work of a national committee working with the U. S. Office of Education in the development of uniform methods of accounting financial accounting for local and state school systems. This volume was issued in March 1957 and will be open for revision sometime during the next few years. In the meantime work has begun on personnel accounting practices in state and local school systems.

DAVI-ASCD (Association for Supervision and Curriculum Development)
Paul Witt, Chairman
Appointed January 1957 (ad hoc)

This joint committee was appointed to explore with the representatives of the Association for Supervision and Curriculum Development the possibility of collaborative action by the two groups.

DAVI-ACRL-AASL (Association of College and Reference Librarians - American Association of School Librarians)
Expires 1957

This joint committee (7 DAVI and 7 library) was appointed in 1956 and has held three meetings. The purpose of the joint committee has been to (1) explore ways and means whereby the three organizations through their professional membership and professional activities might make a more effective contribution to the improvement of instruction; (2) to consider the areas where the professional services of the organizations overlapped, duplicated, or were in conflict and to explore ways and means whereby these might be lessened; and (3) as a result of this study and exploration to make recommendations back to the respective governing bodies. The Committee is continuing its work examining the present programs of the organizations in terms of the needs of teachers.

Public Relations Brochures - DAVI-AV Commission on Public Information - NSPRA (National School Public Relations Association)
Appointed January 1957 (ad hoc)
Chairman to be elected by committee

This committee was appointed to develop a series of brochures on public relations techniques and methods for the audio-visual director.

Radio and Recordings Committee (DAVI-AERT) Association for Education by Radio-TV
Ralph Hall, Chairman
Expires at the 1957 DAVI Convention

Published a 1957 Catalog which includes all tapes in the National Repository. This Catalog contains information on 86 series composed of 1059 individual programs. Over 12,000 tape recorded programs have been dubbed to fill requests since the Repository started in December, 1954. Details being developed for a better system of evaluation for tape recordings accepted for the Repository.

School Facilities Council

DAVI called a meeting in Chicago, on July 1, 1955, on the problems of school building construction. This meeting was attended by over 100 invited architects, educators and industrial representatives. The group voted to organize. The period from July 1, 1955 to February 16, 1957 was one for organization and program development. During this period the SFC promoted joint conferences of architects and educators in some 11 states and issued some brochures. A constitution was developed and accepted and put into operation in December 1956. At the annual meeting of the membership on Sunday, February 16, 1957, the following officers were elected: President, Paul Misner, First Vice President, Zephryin Marsh, Second Vice President, Gates Beckwith, Chairmen of Standing Committees; Finance, Charles Stock, Program, A. J. Foy Cross, Membership, William Widerman. Many members of DAVI are also on the newly elected Board of Directors. These meetings have been highly successful in developing better understanding and promoting a wider development of buildings equipped for more effective instructional uses. Membership is open. Dues are $5.00.

IV. Procedural Committees

Convention Evaluation - Ernest Tiemann, Chairman
Appointed January 1957 (ad hoc)

This committee was appointed to review and evaluate past programs, to consider future conventions in terms of the total DAVI program, and to investigate the feasibility of cooperation with other organizations in joint sponsorship of national conventions.

Field Consultancy Service -- Lee Cochran, Chairman
Appointed January 1957
Expires March 1958

This committee was appointed to carry on the field consultancy service including solicitation of funds.

Interim Editorial Committee - Expires June 1957

To develop a charter and to get the new official publication of DAVI underway. This Committee has developed a charter and submitted it to the Board of Directors for action.

1957 Convention Planning Committee - Walter Bell, Chairman

1958 Convention Steering Committee - E. Dudley Parsons, Chairman
Appointed January 1957 (ad hoc)

Resolutions for Washington, D. C. Convention - Charles Schuller, Chairman
Appointed January 1957 (ad hoc)

Service Packet Selection - Wanda Daniel, Chairman
Appointed January 1957
Expires at the 1958 DAVI Convention

To select materials to be included in the "service packets" and to make recommendations regarding policy on this matter.

DEPARTMENT OF AUDIO-VISUAL INSTRUCTION

Results of Survey of State Affiliate Organizations

Name of Organization	State Affiliate	Standing Committee	Members of State Association	Members DAVI	Estimated Total AV Workers	Territory Covered	Dues
Colorado AV Section, Eastern Division	Colorado Education Association	None	None	44	50	East of the Mountains and North of Colorado Springs	None
Florida Florida AV Association		None	60	181	1,000	Florida	$1.00
Georgia AV Affiliate	Georgia Education Association	4	150	63	1,300	Georgia	$1.00
Illinois Illinois AV Association		2	100	192	300-500	Illinois	$2.00
Indiana AV Instruc. Directors of Ind.		2	75	86	1,111	Indiana	$2.50
Massachusetts Western Massachusetts			20	92(whole state)	?	4 counties	$2.00
Michigan Mich. AV Association	Michigan State Education Association	7	135	144	300	Michigan	$2.00
Minnesota AV Coord. Assoc. of Minnesota		1	100-150	83	200	Minnesota	$2.00
Missouri Dept. of AV Ed.	Missouri State Teachers Assoc.	2	425	48	No idea	Missouri	$1.00 and others
New Jersey N. J. Audio-Visual Leadership Council		2	70	82(whole state)	200	New Jersey	$3.00
N. J. Audio-Visual Education Association		3	10,250		?	New Jersey	$0.25
New Mexico New Mexico AV Association		1	50	14	30	New Mexico (will accept members from anywhere)	$1.00

Name of Organization	State Affiliate	Standing Committee	Members of State Assoc.	Members of DAVI	Estimated Total AV Workers	Territory Covered	Dues
New York State AV Council		5	194	382	500	N.Y. State	$2.00 to $10
North Dakota Dept. of AV Ed.	North Dakota Teachers Assoc.	1	30	36	35	North Dakota	$0.50
Ohio AV Directors of Ohio		4	85	42	1,000	Ohio	$5.00
Oregon Oregon AV Assoc.		4	125	27	250	Oregon	$1.00
Pennsylvania AV Instruction Directors		1	108	65	300 (or more)	Pennsylvania	$3.00
Texas Texas AV Ed. Assoc.		6	173	93	?	Texas	$2.00 to $5.00
Wisconsin Wisconsin Dept. of AV Instruction		2	211	74	550	Wisconsin	$0.50 to $10.00
TOTALS			12,226	1,604	6,826		

State Associations not included in this report are:

California Audio-Visual Education Association, Southern Section
Audio-Visual Education Association of California
Connecticut Audio-Visual Education Association
Audio-Visual Education Association of Iowa
Eastern Massachusetts State Audio-Visual
New York Metropolitan Branch of DAVI
North Carolina Education Association
Oklahoma Audio-Visual Education Association
Audio-Visual Council of South Carolina
Washington State Division of DAVI
West Virginia Audio-Visual Association

File - DAVI

May 17, 1957

Mr. Ralph Hall
Dept. of Audio-Visual Aids
Kent State University
Kent, Ohio

Dear Ralph:

We have been discussing with the NERC selection of a repository and distribution center for the considerable volume of Grants-in-Aid programs produced over the past 4 years, and for future programs. While doing so, we thought we might consider using the same repository for all other available NAEB programs.

Since the AERT, with you and DAVI, were the co-founders of your present repository, we thought it natural to contact you first.

Do you think you would be in a position to handle the paper and duplication work this would involve? If so, on what basis? This would be for Audio-Visual use only, of course, since we handle all broadcast distribution ourselves.

Within the next few days you will receive from Robert Underwood, our Network Manager, a list of past and present Grants-in-Aid programs, as well as a listing of those past non-grant programs which might still be available for such audio-visual distribution and use.

I'm not sure of the contractual agreements and conditions under which Indiana University serves as the distribution center for the Center for such uses (though it also serves as a distribution center for programs to commercial stations, which probably would not be involved here.) Do you know or could you find out about this?

This is not to commit either the Center or the NAEB to selection of Kent State for this, of course. It depends on working out the best possible solution to getting active use of the many usable materials we are beginning to have, and will have in the future. But since we've already worked with you in the past, we felt it only fair to begin our discussions and considerations by writing you.

We'll look forward to having your reaction, and will understand if it takes a little time to formulate a proposal.

Sincerely,

Harry J. Skornia
Executive Director

HJS/dfc
CC: Kenneth Wright, NTRC
Anna Hyer, DAVI
Burton Paulu, NAEB President
Robert Underwood, NAEB Network Manager
Enclosure: 1957-1959 NTRC-NAEB Grant-in-Aid Brochure

Enc - Brochure

EDUCATIONAL TELEVISION AND RADIO CENTER
1610 WASHTENAW AVENUE
ANN ARBOR, MICHIGAN

May 15, 1957

TELEPHONE NORMANDY 3-2476

RECEIVED
NAEB HEADQUARTERS
MAY 16 1957

Dr. Harry J. Skornia
Executive Director
NAEB
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

I talked with Burton yesterday about the tape depository at Kent State. He thinks that you ought to investigate this for all NAEB programs rather than let me investigate it just for the Center tapes. So, I am sending you a catalog which I got from Anna Hyer of the NEA. I feel sure you have this but, if not, it contains some useful information.

The Center is not saying okay to using Kent State, of course, but we would like to have your recommendation.

Sincerely,

Kenneth D. Wright
Program Associate

KDW:ean

DAVI

Dept Audio Visual Ins T

June 6, 1957

Mr. Ralph H. Hall, Coordinator
Audio-Visual Center
Kent State University
Kent, Ohio

Dear Ralph:

I think we're making progress. Want to firm up any of this? Then maybe we can get going.

Our best,

Harry J. Skornia
Executive Director

HJS/dfc
Enclosure Photo of Wright letter (ETRC) of June 4, 1957

EDUCATIONAL TELEVISION AND RADIO CENTER
1610 WASHTENAW AVENUE
ANN ARBOR, MICHIGAN

June 4, 1957

TELEPHONE NORMANDY 3-2476

RECEIVED
NAEB HEADQUARTERS
JUN 5 1957
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Dr. Harry J. Skornia
Executive Director
National Association of
Educational Broadcasters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

I discussed the matter of the Kent State repository with George Hall and have at least some tentative answers.

In the first place, the Center is very much interested in having our tapes at Kent State if details can be worked out. The paperwork would be minor, I think, including billing, correspondence, and perhaps an annual report of a brief nature to the Center. The tapes would probably be for non-broadcast use and we would like them handled the same way as all other tapes, if this is what Ralph Hall wants.

We quite understand about the Committee evaluation and think this is a good thing. All we can provide is one master tape; any other tapes would have to be provided by the repository. We would probably allow Mr. Hall to charge his regular rate for distribution, but there might be some requests for non-paid previews. The Center does not wish to realize profit on this, necessarily, so the fiscal details will be easy to work out.

The questions were a little vague, hence the answers are, too. You can tell Hall that the Center is very interested and we would like to discuss it further with you and him. Let me know what the next step will be.

Sincerely,

Kenneth D. Wright
Program Associate

DKW:ean

DAVI

June 17, 1957

Miss Alice Finstad, Editorial Assistant
Audio-Visual Instruction
National Education Association
1201 Sixteenth Street, N.W.
Washington 6, D.C.

Dear Miss Finstad:

As long as the NAEB Board decision regarding Toll-TV stands (representing, as it does, some division of opinion among the membership), I'm afraid it would be most unwise for me, as NAEB Executive Director, to write for publication any article, "pro" or "con" on this subject at this time.

So far the NAEB Board position has been that education should have the same access as commercial television to Toll-TV, if and when it is approved. Farther than that I can not go.

Sincerely,

Harry J. Skornia
Executive Director

HJS/lp
Enc.

RECEIVED
NAEB HEADQUARTERS
JUN 8 1957
AM 7|8|9|10|11|12|1|2|8|4|5|6 PM

Department of Audio-Visual Instruction
NATIONAL EDUCATION ASSOCIATION
1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

Officers and National Delegates
ROBERT deKIEFFER, President
Director, Bureau of Audio-Visual Instruction, University of Colorado

CHARLES F. SCHULLER, Vice-President
Director, Audio-Visual Center, Michigan State University

L. C. LARSON, Past President
Director, Audio-Visual Center, Indiana University

WALTER S. BELL
Director, Audio-Visual Education, Atlanta (Ga.) Public Schools

LEE W. COCHRAN
Executive Assistant, Extension Division, State University of Iowa

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

JAMES D. FINN
Professor of Education, University of Southern California

ELIZABETH GOLTERMAN
Director, Division of Audio-Visual Education, St. Louis Public Schools

J. J. McPHERSON
Director, Audio-Visual Materials Consultation Bureau, Wayne State University

MENDEL SHERMAN
Associate in Utilization and Research, Audio-Visual Center, Indiana University

ERNEST TIEMANN
Director, Visual Instruction Bureau, University of Texas

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff
FLOYDE E. BROOKER
Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Administrative Assistant

MARY C. WELCH
Administrative Assistant

Audio Visual Communication Review
WILLIAM H. ALLEN, Editor
System Development Division, The RAND Corporation
2500 Colorado Avenue, Santa Monica, Calif.

June 6, 1957

Mr. Harry J. Skornia
Executive Director
National Association of Educational
Broadcasters
University of Illinois
14 Gregory Hall
Urbana, Illinois

Dear Mr. Skornia:

This fall the November issue of AUDIO-VISUAL INSTRUCTION will be devoted to educational television. Among several articles planned is a pro and con treatment of subscription television. The magazine's editorial committee has suggested that I contact you in regard to the pro argument. Would you be willing to contribute your time and effort to furnish us with this article?

We do not yet have a "con" author; we are soliciting suggestions from Mr. Steele of JCET, but if you have any suggestions we would like to have them also.

Our articles usually run around 1500 words, less if they are illustrated. Can you think of any way to illustrate an article on this subject—photos or otherwise? The deadline for November articles is September 1.

As it is now planned the November issue will contain articles on the following subjects: a round-up of ETV experiments in public schools throughout the country; a similar round-up on the college level; pros and cons of subscription television; unsolved problems in ETV (this will probably be a digest of the findings of DAVI's workshop and seminar to be held in August-September); TV equipment; building facilities that look to a future of ETV; and, legal aspects of ETV.

As you see we have made ambitious plans, and even if they materialize only in part, I think we will still have something very worthwhile and hope you will want to participate in the venture.

Will you let us hear from you on this at your earliest convenience. If you do not think the length indicated is sufficient for a treatment of your pro argument, please advise me; also please let me know if you think there are any possibilities for illustration.

Thank you very much for your consideration of this request.

Sincerely yours,

AUDIO-VISUAL INSTRUCTION

Alice Finstad

Alice Finstad
Editorial Assistant

DAVI

July 1, 1957

Mr. Ralph Hall, Coordinator
Audio-Visual Center
Kent State University
Kent, Ohio

Dear Ralph:

The last couple of weeks have been a bit hectic, and it wasn't until last week, upon my return from an out of town trip, that I sent on to the Center for their study and reaction your proposed agreement as contained in your letter of June 17.

Their is one slight problem raised in connection with the "exclusive" clause. Member stations, which take these series, are encouraged to make all possible uses, beyond broadcast as well, of any series which meet their needs. I'd guess some of this would be considered "non-broadcast" distribution, and I don't think these institutions should be prevented from making such use or even their own dubs for such use.

Secondly, there are a few --- though not many --- requests which come to us which we like to handle ourselves because of quality, promotional or other considerations. Some of this is from within the U.S., both government and non-government. Some is international. These, too, we would like to handle, where desirable. Since our copying rates are and will remain $2.00 per reel for members and $4.00 for non-members, as compared to your 50¢ rate, I'd guess you would not find this competitive with you.

What we really want --- both the Center and the NAEB --- is an additional market, which you would create and service.

Up to this point, only Grant-in-Aid programs, of which there are now several hundred, are involved. I'd suggest we confine any initial agreement which might be reached with you or anyone else by the Center to this at this stage, and see how that works out. Meanwhile, for non-grant NAEB programs, suppose we continue as we have in the recent past?

I'm off on vacation for all or most of the month of July, now, but your reply will be taken up by Harold Hill and Bob Underwood of this office if any additional problems are raised.

Best regards,

Harry J. Skornia
Executive Director

HJS/dfc
CC: Kenneth Wright, NTRC
Burton Paulu, NAEB PRESIDENT
Robert E. Underwood
Harold E. Hill

June 17, 1957

Dr. Harry Skornia
Executive Director
NAEB
14 Gregory Hall
Urbana, Illinois

Dear Harry:

I believe that I have a fuller picture now although there are still some questions which need answering on the NAEB programs. Maybe the best way to get at them would be to draw a tentative agreement.

Something like this would probably fit the situation as we see it here:

Agreement between Educational Television and Radio Center and Kent State University for handling tape programs produced by the Educational Television and Radio Center.

1. Kent State would be the exclusive distributor for non-broadcast purposes of all programs developed by the Educational Television and Radio Center (unless released in writing by the E.T.R.C.)
   A. Kent State University will charge their standard rate for educational program distribution of duplicates to non-commerical users.
   B. Kent State University will have the right and priveledge to include any or all programs received in any catalog listing developed in-cooperation with or through the University.

2. The Educational Television and Radio Center will supply one master tape of each program for which the Center controls all rights. This master tape is to be retained by Kent State University as part of the permanent master tape library. These programs will be coded by Kent State University and a code listing made available to the Center for any desired use determined by the Center.

3. The Educational Television and Radio Center will encourage all cooperating stations to contribute a copy of each program developed by them to Kent State University for the archieves. Any program so deposited will be subject to paragraph number one of this agreement.

4. Any requests for preview programs will be sent through the Educational Television and Radio Center. Kent State University will charge the Educational Television and Radio Center for tape used and the regular duplication charge as stated in the most current tape catalog.

5. Kent State University will submit an annual report to the Educational Television and Radio Center containing the number of master programs in the collection; number of duplications made since the previous report of each program; advertising or other publicity carried on in regards to the programs; number of previews requested.

6. The Educational Television and Radio Center will deposit as many programs already developed by the Center as possible. A copy of each new program will be deposited as it is developed.

7. Any areas not specifically covered in this agreement must be submitted to both parties and agreement reached. A letter of proposal and of agreement will be sufficient to be binding on both parties.

As you can see this has been written from our point of view. Send me any suggestions for change you desire and we then can react to specific ideas. We will be ready to start as soon as you desire.

Sincerely yours,

Ralph H. Hall, Coordinator
Audio-Visual Center

RHH:caw

June 28, 1957

Mr. Kenneth D. Wright
Educational Television and Radio Center
2320 Washtenaw Avenue
Ann Arbor, Michigan

Dear Ken:

Want to react to this? Not sure we'd like to have Kent State as "the exclusive distributor for non-broadcast purposes", since we hope many tapes we send are also used for instruction. Would therefore oppose this "exclusive" phrase in this sense, for NAEB member institutions.

Also not sure we'll give this up completely for non-grant (i.e. non-ETRC) series, once again particularly for NAEB member institutions, or in cases where technical quality would be a factor.

Since I leave on vacation Monday, I wonder if the Center could react. Then we'll pick this up when I get back, in about a month.

Our best, Ken. I assume you'll now be moving soon.

Sincerely,

Harry J. Skornia
Executive Director

HJS/lp
cc: Paulu
Underwood
Hill
Enc.

DAVE

July 3, 1957

Kenneth Wright
Educational Television and Radio Center
University of Illinois
Urbana, Illinois

Dear Mr. Wright:

I have Harry Skornia's letter of July 1 and would like to answer the points raised.

1. The "agreement" was written so that we could have a common ground for discussion. As it was going, we were talking in generalities.

2. We have no objection to others duplicating. (Par. 2 of Harry's letter). We do not want another center established out of the ETRC. Many state libraries obtain everything we have and duplicate on their own for their respective states. We do not receive records on this type duplication. But, we are for it since we are a service center for utilization.

3. Ref. Par. 3.- We have no objection to NAEB duplication. This is similar to Par. 2.

4. Par. 5 - Since we should look to the future, I see no reason why we should not "encourage" member stations to deposit their material. Schools should be able to look to a single source for good educational recordings.

May we hear from you soon as we would like to get moving during the summer slack period if everything is acceptable. The Fall finds us swamped getting the new material for the National Catalog and fall orders in shape.

Feel free to change the "agreement" to fit your thinking. If we don't agree on given points we then can iron them out.

Sincerely yours,

Ralph H. Hall, Coordinator
Audio-Visual Center

RECEIVED
NAEB HEADQUARTERS
JUL 5 1957
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

RHH:cw

CC: Robert Underwood
Harold E. Hill
Ann Hyer

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET, N. W., WASHINGTON 6, D. C.

RECEIVED
NAEB HEADQUARTERS
SEP 23 1957
A.M. 7|8|9|10|11|12| 1|2|3|4|5|6 P.M.

September 19, 1957

MEMORANDUM

TO: Dr. Harry Skornia

FROM: Dr. Anna L. Hyer AH.

It seems that in the process of moving our office the materials on the NAEB Convention were misplaced. I regret this very much and am wondering if it would be possible for you to send me a duplicate set of materials in order that I might get my reservation in early.

Thank you so very much.

Sent 9/23

jmc

COPY

Sent for the information of

Mr. Robert Underwood

EDUCATIONAL TELEVISION AND RADIO CENTER
1610 WASHTENAW AVENUE
ANN ARBOR, MICHIGAN

August 8, 1957

RECEIVED
NAEB HEADQUARTERS
AUG 13 1957
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Mr. Burton Paulu
National Association of Educational
Broadcasters
Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

Dear Burt:

Here are some factual comments on the proposal which Ralph Hall of Kent State University made to Harry Skornia in June:

1. At the outset it should be made clear that we are speaking only of radio programs. This is probably implied in the Kent State letter but nowhere is it stated.

2. There are no radio programs produced "by" the ETRC. ETRC is not a production center but makes grants-in-aid to various stations to aid in the production of radio programs.

3. ETRC does not "control" all rights. ETRC (and before it NAEB) secured from institutions producing the programs only the radio broadcasting rights. It is not a matter of record and not known whether the various producing organizations secured anything more than radio broadcasting rights (with TV rights to the title, idea, format, and scripts).

4. The master tapes of all grant programs done in the past have been shipped to NAEB headquarters and retained there in order to reproduce tapes for NAEB's member stations for radio broadcasting.

With the facts straight--here are some comments:

a. We have all had the experience of trying to go back and clear up or obtain additional rights to programs after they have been recorded and I for one will go on record as saying that it is a difficult and many times impossible task.

Frequently the people concerned have dispersed; many times the records are hard to find; and sometimes it means asking for an additional right which was not obtainable in the first instance; etc. Therefore, I suggest that any further discussion with Kent State be only on the basis of programs to be made in the future and that we forget about all programs which have been done in the past and which are being done currently.

b. Since ETRC is not the producer of any of the radio programs and does not itself directly undertake to obtain any clearances to any of the elements involved in any programs, it cannot make any guarantees to Kent State. However, ETRC and NAEB can tell Kent State they will not have any objection to nonbroadcast distribution of programs.

c. ETRC does not wish to get involved in obtaining and shipping master tapes or paying costs of duplication for nonbroadcast purposes. We now obtain two tapes for each program series. One is the master tape which is sent directly to NAEB, and the other we retain (and must continue to retain) for our own record purposes. Arrangements regarding tapes should be made directly between Kent State and NAEB or the producing organization, whichever is the most feasible.

d. ETRC can encourage all future producers of grant-in-aid radio programs to clear such programs for noncommercial, nonbroadcast use and to send an extra tape of their program series to Kent State for archive and distribution purposes. ETRC can also furnish Kent State with a list of the program producing organizations, the names of series and program titles, etc., for each group of grants-in-aid at the time the grants are made each year in the future. Kent State by correspondence directly with each organization which produces a radio series should then assure itself that the rights clearances are sufficient for its purposes. As to each series which it is satisfied are cleared and for which it has the authorization from the producing agency, Kent State can proceed with its distribution in appropriate cooperation and collaboration with NAEB.

I am attaching a copy of the Kent State letter to Harry Skornia in order that you can compare these comments of mine with the original proposals from Ralph Hall. I suspect that, if Kent State deals directly with each producing organization, they will find most of them reluctant to

give "exclusive" nonbroadcast distribution rights, at least within the territorial area each organization normally serves. I also note that Harry Skornia has a comment about the "exclusive" phrase. Since you folks are the experts on tape reproduction and the procedures and costs involved, I have made no extensive comment on these points; however, I think both of us should ascertain what Kent State would propose to charge and decide whether or not it is appropriate.

I assume that if we all come to a common understanding as to just how to handle the deposit and distribution of radio program tapes at Kent State we can then get in touch with Ralph Hall and work out some relatively simple letter agreement to cover the procedures. Also, perhaps the arrangement should leave us with an opportunity to change it or withdraw depending on the situation as it develops in the future.

Sincerely,

Kenneth L. Yourd

KLY:mjl
cc: Mr. Harry J. Skornia
Harold E. Hill
Robert Underwood

KENT STATE UNIVERSITY
KENT, OHIO

JUNE 17, 1957

Dr. Harry Skornia
Executive Director
NAEB
14 Gregory Hall
Urbana, Illinois

Dear Harry:

I believe that I have a fuller picture now although there are still some questions which need answering on the NAEB programs. Maybe the best way to get at them would be to draw a tentative agreement. Robin

Something like this would probably fit the situation as we see it here:

Agreement between Educational Television and Radio Center and Kent State University for handling tape programs produced by the Educational Television and Radio Center.

1. Kent State would be the exclusive distributor for non-broadcast purposes of all programs developed by the Educational Television and Radio Center (unless released in writing by the E.T.R.C.)
   a. Kent State University will charge their standard rate for educational program distribution of duplicates to non-commarical users.
   b. Kent State University will have the right and priveledge to include any or all programs received in any catalog listing developed in-cooperation with or through the University.

2. The Educational Television and Radio Center will furnish one master tape of each program for which the Center controls all rights. This master tape is to be retained by Kent State University as part of the permanent master tape library. These programs will be coded by Kent State University and a code listing made available to the Center for any desired use determined by the Center.

3. The Educational Television and Radio Center will encourage all cooperating stations to contribute a copy of each program developed by them to Kent State University for the archieves. Any program so deposited will be subject to paragraph number one of this agreement.

4. Any requests for preview programs will be sent through the Educational Television and Radio Center. Kent State University will charge the Educational Television and Radio Center for tape used and the regular duplication charge as stated in the most current tape catalog.

5. Kent State University will submit an annual report to the Educational Television and Radio Center containing the number of master programs in the collection; number of duplications made since the previous report of each program; advertising or other publicity carried on in regards to the programs; number of previews requested.

6. The Educational Television and Radio Center will deposit as many programs already developed by the Center as possible. A copy of each new program will be deposited as it is developed.

7. Any areas not specifically covered in this agreement must be submitted to both parties and agreement reached. A letter of proposal and of agreement will be sufficient to be binding on both parties.

As you can see this has been written from our point of view. Send me any suggestions for change you desire and we then can react to specific ideas. We will be ready to start as soon as you desire.

Sincerely yours,

Ralph H. Hall, Coordinator
Audio-Visual Center

RHH:caw

DATE 9/27 FROM HJS

To:

	HJS		HM
	CSB		ME
✓	HEH		BP
	FES		JT
✓	REU		JG
	DFC		

OTHER: _____

- _____ FOR YOUR INFORMATION
- _____ FOR SIGNATURE
- _____ PLEASE HANDLE
- _____ FILE
- _____ RETURN
- _____ COMMENT AND RETURN
- _____ SUPPLY BACKGROUND INFO.
- _____ NEWSLETTER
- _____ OTHER: _____

I haven't had time to dig out. Most reactions are perhaps not too well informed.

But to suggestions, of your changes, seem okay to me. HJS

PAUL

RECEIVED
NAEB HEADQUARTERS
SEP 27 1957
8 9 10 11 12 1 2 3 4 5 6 P M

September 25, 1957

To: Harry J. Skornia

cc: Robert Underwood, Harold Hill, Kenneth L. Yourd

From: Burton Paulu

Subject: Comments on proposed draft of agreement between ETRC and Kent State

I think this represents progress. I have a couple of questions, though, to ask.

1. Does this mean that the original producing organization would have absolutely no rights for non-broadcast distribution? I think there might be some questions here; we at KUOM, for example, would like to retain the right to give a copy of our programs to Minneapolis schools or other branches of the University of Minnesota for their use, rather than having to require them to write to Kent State University. There might be other occasions too when I should want to provide a tape to somebody in the country. But I should be more than happy to turn over to Kent State the supplying of our programs to most out-state and many Minnesota groups.

need to let producer have such rights.

I'm a bit confused by the parenthetical statement: "unless released in writing by the Educational Television and Radio Center." I assume you mean that Kent would be the exclusive distributor unless ETRC says otherwise, although I don't think this is entirely clear from the phraseology.

should we insert -- "other institutions whose the producer, the WSUI, or the ETRC, may from time to time be called upon to make for special reasons."

I am puzzled by 1b. Which university--Kent State, or the University of Illinois?

BP "Kent State"

2. I assume that you are referring here to future tense, meaning that they will obtain master tapes of all programs produced in the Center. I think this fact should be clarified, in order to eliminate discussion about series produced in previous years.

O.K. BP

5b. This, too, I think could be sharpened up a bit. It means, I assume, that Kent State will pay the cost of the tape plus the labor for copying it, although one might infer from this that they were also to bear some of the production costs. This I am sure the Center doesn't mean, but I think it might be phrased to eliminate possible interpretation of that type.

could exclude specifically

just adding a sentence will do it.

BP

BP:ds

Pull out
last letter
+ proposed
agreement on
this.

Please. Thanks

DAVI

September 27, 1957

Mr. Burton Paulu
Station KUOM
University of Minnesota
Minneapolis, Minnesota

Dear Burt:

I've inserted your suggested changes in the proposed agreement with Kent State, which we're helping the ETRC to work out.

This is the revised form -- for further comment or reaction. We hope we're getting closer to what the Center will also find acceptable.

Regards,

Harry J. Skornia
Executive Director

HJS:jw
cc: Ken Yourd, ETRC
Blind copy to Ralph Hall

Agreement between the Educational Television and Radio Center and Kent State University for handling of taped radio programs produced under grants made by the Educational Television and Radio Center:

1. Kent State University would be the exclusive distributor for non-broadcast purposes of all taped radio programs produced under grants from the Educational Television and Radio Center (~~unless released~~ except those excluded in writing by the Educational Television and Radio Center). The producer, the ETRC + the NAEB, shall each also have the right to make its own distribution from time to time, when warranted by justifiable circumstances.

   A. Kent State University will charge their standard rate for distribution of duplicates to non-commercial, educational non-broadcast users.

   B. Kent State University will have the right and privilege to include any or all programs received in any catalog listing developed in cooperation with or through that (Kent State) University.

2. Kent State University will at the time this agreement goes into effect, obtain ~~(by one of the alternate methods listed below)~~ delete one master tape of each taped radio program produced under a grant from the Educational Television and Radio Center. This master tape is to be retained by Kent State University as part of the permanent master tape library. These programs will be coded by Kent State University and a code listing made available to both the Educational Television and Radio Center and the National Association of Educational Broadcasters's Radio Network.

3. The Educational Television and Radio Center will furnish Kent State University with a list of the program producing organizations, the names of series and program titles, for each group of grants-in-aid at the time the grants are made beginning with the 1958 Grants-in-Aid for radio programs.

Agreement between the Educational Television and Radio Center and Kent State U
University for handling of taped radio programs produced under grants made by the Educational Television and Radio Center:

1. Kent State University would be the exclusive distributor for non-broadcast purposes of all taped radio programs produced under grants from the Educational Television and Radio Center (except those excluded in writing by the Educational Television and Radio Center). The producer, the ETRC and the NAEB shall each also have the right to make its own distribution from time to time, when warranted by justifiable circumstances.
   A. Kent State University will charge their standard rate for distribution of duplicates to non-commercial, educational non-broadcast users.
   B. Kent State University will have the right and privilege to include any or all programs received in any catalog listing developed in cooperation with or through that (Kent State) University.
2. Kent State University will at the time this agreement goes into effect, obtain (by one of the alternate methods listed below) one master tape of each taped radio program produced under a grant from the Educational Television and Radio Center. This master tape is to retained by Kent State University as part of the permanent master tape library. These programs will be coded by Kent State University and a code listing made available to both the Educational Television and Radio Center and the National Association of Educational Broadcaster's Radio Network.

3. The Educational Television and Radio Center will furnish Kent State University with a list of the program organizations, the names of series and program titles, for each group of grants-in-aid at the time the grants are made beginning with the 1958 Grants-in-Aid for radio programs.

4. The Educational Television and Radio Center will encourage all future producers of grant-in-aid radio programs to clear such programs for noncommercial, non-broadcast use, but will not guarantee Kent State University that such rights have been obtained. Kent State University, by correspondence directly with each organization which produced a radio grant series, should then assure itself that the rights clearances are sufficient for its purposes.

5. Kent State University will have the responsibility of obtaining a master tape of each grant program for its purposes. This tape may be obtained from either the NAEB Radio Network or from the producing organization, which ever is most feasible.

   A. If the master tape is obtained from the NAEB Radio Network, Kent State University will be charged for the tape used plus a fee to cover labor costs involved in duplicating.

   B. If the master tape is obtained from the producing organization, Kent State University agrees to pay the producing organization charges for tape and labor incurred in making satisfactory quality tapes (but no costs of production), unless funds for tape and labor are available from the grant money made available to the producing organization by the ETRC.

6. Kent State University will submit an annual report to the Educational Television and Radio Center containing the number of master programs

in the collection; number duplications made of each program since the previous report; advertising or other publicity carried on in regards to the programs; and number of previews requested.

7. Any areas not specifically covered in this agreements must be submitted to both parties and agreement reached. A letter of proposal and of agreement will be sufficient to be binding on both parties.

REU/dc

9/28/57 jw

COPY

Sent for the information of

Dept - Audio - Visual

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 GREGORY HALL
URBANA, ILLINOIS

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

September 3, 1957

Mr. Kenneth L. Yourd
Educational Television and Radio Center
2320 Washtenaw Avenue
Ann Arbor, Michigan

Dear Ken:

Upon returning from my vacation last week, I found your letter of August 8 relative to the Kent State proposal of Ralph Hall.

Thank you very much for the time and thought you put on this. I notice that you have sent carbons to Skornia, Hill and Underwood. I am writing in this same mail to Skornia about this. We should soon work out some arrangements with Kent State, or else decide not to do so.

Thank you again for your advice.

Yours sincerely,

Burton Paulu
President

BP:kls
CC: Harry J. Skornia

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE PRESIDENT
Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

September 3, 1957

RECEIVED
NAEB HEADQUARTERS
SEP 3 1957
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Dr. Harry J. Skornia
NAEB
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

I have just read Kenneth Yourd's letter of August 8 relative to the proposal of Ralph Hall of Kent State University.

It looks as though Ken's comments are quite all right. Do you, Harold and Bob Underwood want to draw up a statement outlining your suggestions? Do you want me to? Or do you want to draw one up for me to send to Kent State?

It doesn't make any difference to me which procedure we follow, although it seems less cumbersome for you folks to work out the details, since this is a problem with which you are more closely involved than anyone else.

Meanwhile, I will merely acknowlege with thanks the letter from Ken Yourd (a copy enclosed)

Yours sincerely,

Burton Paulu
President

BP:kls

COPY

Sent for the information of

Mr. Harry J. Skornia

EDUCATIONAL TELEVISION AND RADIO CENTER
1610 WASHTENAW AVENUE
ANN ARBOR, MICHIGAN

August 8, 1957

RECEIVED
NAEB HEADQUARTERS
AUG 12 1957
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Mr. Burton Paulu
National Association of Educational
Broadcasters
Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

Dear Burt:

Here are some factual comments on the proposal which Ralph Hall of Kent State University made to Harry Skornia in June:

1. At the outset it should be made clear that we are speaking only of radio programs. This is probably implied in the Kent State letter but nowhere is it stated.

2. There are no radio programs produced "by" the ETRC. ETRC is not a production center but makes grants-in-aid to various stations to aid in the production of radio programs.

3. ETRC does not "control" all rights. ETRC (and before it NAEB) secured from institutions producing the programs only the radio broadcasting rights. It is not a matter of record and not known whether the various producing organizations secured anything more than radio broadcasting rights (with TV rights to the title, idea, format, and scripts).

4. The master tapes of all grant programs done in the past have been shipped to NAEB headquarters and retained there in order to reproduce tapes for NAEB's member stations for radio broadcasting.

With the facts straight--here are some comments:

a. We have all had the experience of trying to go back and clear up or obtain additional rights to programs after they have been recorded and I for one will go on record as saying that it is a difficult and many times impossible task.

Frequently the people concerned have dispersed; many times the records are hard to find; and sometimes it means asking for an additional right which was not obtainable in the first instance; etc. Therefore, I suggest that any further discussion with Kent State be only on the basis of programs to be made in the future and that we forget about all programs which have been done in the past and which are being done currently.

b. Since ETRC is not the producer of any of the radio programs and does not itself directly undertake to obtain any clearances to any of the elements involved in any programs, it cannot make any guarantees to Kent State. However, ETRC and NAEB can tell Kent State they will not have any objection to nonbroadcast distribution of programs.

c. ETRC does not wish to get involved in obtaining and shipping master tapes or paying costs of duplication for nonbroadcast purposes. We now obtain two tapes for each program series. One is the master tape which is sent directly to NAEB, and the other we retain (and must continue to retain) for our own record purposes. Arrangements regarding tapes should be made directly between Kent State and NAEB or the producing organization, whichever is the most feasible.

d. ETRC can encourage all future producers of grant-in-aid radio programs to clear such programs for noncommercial, nonbroadcast use and to send an extra tape of their program series to Kent State for archive and distribution purposes. ETRC can also furnish Kent State with a list of the program producing organizations, the names of series and program titles, etc., for each group of grants-in-aid at the time the grants are made each year in the future. Kent State by correspondence directly with each organization which produces a radio series should then assure itself that the rights clearances are sufficient for its purposes. As to each series which it is satisfied are cleared and for which it has the authorization from the producing agency, Kent State can proceed with its distribution in appropriate cooperation and collaboration with NAEB.

I am attaching a copy of the Kent State letter to Harry Skornia in order that you can compare these comments of mine with the original proposals from Ralph Hall. I suspect that, if Kent State deals directly with each producing organization, they will find most of them reluctant to

give "exclusive" nonbroadcast distribution rights, at least within the territorial area each organization normally serves. I also note that Harry Skornia has a comment about the "exclusive" phrase. Since you folks are the experts on tape reproduction and the procedures and costs involved, I have made no extensive comment on these points; however, I think both of us should ascertain what Kent State would propose to charge and decide whether or not it is appropriate.

I assume that if we all come to a common understanding as to just how to handle the deposit and distribution of radio program tapes at Kent State we can then get in touch with Ralph Hall and work out some relatively simple letter agreement to cover the procedures. Also, perhaps the arrangement should leave us with an opportunity to change it or withdraw depending on the situation as it develops in the future.

Sincerely,

Kenneth L. Yourd

KLY:mjl
cc: Mr. Harry J. Skornia
Harold E. Hill
Robert Underwood

KENT STATE UNIVERSITY
KENT, OHIO

June 17, 1957

Dr. Harry Skornia
Executive Director
NAEB
14 Gregory Hall
Urbana, Illinois

Dear Harry:

I believe that I have a fuller picture now although there are still some questions which need answering on the NAEB programs. Maybe the best way to get at them would be to draw a tentative agreement. radio

Something like this would probably fit the situation as we see it here:

Agreement between Educational Television and Radio Center and Kent State University for handling Tape Programs produced by the Educational Television and Radio Center.

1. Kent State would be the exclusive distributor for non-broadcast purposes of all programs developed by the Educational Television and Radio Center (unless released in writing by the E.T.R.C.)
   A. Kent State University will charge their standard rate for Educational program distribution of duplicates to non-commerical users.
   B. Kent State University will have the right and priveledge to include any or all programs received in any catalog listing developed in-cooperation with or through the University.

2. The Educational Television and Radio Center will supply one master tape of each program for which the Center controls all rights. This master tape is to be retained by Kent State University as part of the permanent master tape library. These programs will be coded by Kent State University and a code listing made available to the Center for any desired use determined by the Center.

3. The Educational Television and Radio Center will encourage all cooperating stations to contribute a copy of each program developed by them to Kent State University for the archieves. Any program so deposited will be subject to paragraph number one of this agreement.

4. Any requests for preview programs will be sent through the Educational Television and Radio Center. Kent State University will charge the Educational Television and Radio Center for tape used and the regular duplication charge as stated in the most current tape catalog.

5. Kent State University will submit an annual report to the Educational Television and Radio Center containing the number of master programs in the collection; number of duplications made since the previous report of each program; advertising or other publicity carried on in regards to the programs; number of previews requested.

6. The Educational Television and Radio Center will deposit as many programs already developed by the Center as possible. A copy of each new program will be deposited as it is developed.

7. Any areas not specifically covered in this agreement must be submitted to both parties and agreement reached. A letter of proposal and of agreement will be sufficient to be binding on both parties.

As you can see this has been written from our point of view. Send me any suggestions for change you desire and we then can react to specific ideas. We will be ready to start as soon as you desire.

Sincerely yours,

Ralph H. Hall, Coordinator
Audio-Visual Center

RHH:caw

Dept Audio - Visual

file

PAUL
Tape
repository

May 28, 1957

Mr. Ralph Hall
Department of Audio-Visual Aids
Kent State University
Kent, Ohio

Dear Mr. Hall:

Pursuant to Dr. Skornia's letter of May 17 I am enclosing a listing of series distributed by the NAEB Radio Network since the beginning of its operation.

I have marked the grant-in-aid series with a blue check. These are the series to which we control all rights; the rights for all other series are held by their respective originating stations.

The series marked with a red check are those which have been removed from our shelves but which might still be available from the originating stations.

If I can be of further assistance please feel free to contact me at any time.

Sincerely,

Robert E. Underwood
Network Manager

REU:jg
Enclosure
cc: Dr. H. J. Skornia

May 17, 1957

Mr. Ralph Hall
Dept. of Audio-Visual Aids
Kent State University
Kent, Ohio

Dear Ralph:

We have been discussing with the NERC selection of a repository and distribution center for the considerable volume of Grants-in-Aid programs produced over the past 4 years, and for future programs. While doing so, we thought we might consider using the same repository for all other available NAEB programs.

Since the AERT, with you and DAVI, were the co-founders of your present repository, we thought it natural to contact you first.

Do you think you would be in a position to handle the paper and duplication work this would involve? If so, on what basis? This would be for Audio-Visual use only, of course, since we handle all broadcast distribution ourselves.

Within the next few days you will receive from Robert Underwood, our Network Manager, a list of past and present Grants-in-Aid programs, as well as a listing of those past non-grant programs which might still be available for such audio-visual distribution and use.

I'm not sure of the contractual agreements and conditions under which Indiana University serves as the distribution center for the Center for such uses (though it also serves as a distribution center for programs to commercial stations, which probably would not be involved here.) Do you know or could you find out about this?

This is not to commit either the Center or the NAEB to selection of Kent State for this, of course. It depends on working out the best possible solution to getting active use of the many usable materials we are beginning to have, and will have in the future. But since we've already worked with you in the past, we felt it only fair to begin our discussions and considerations by writing you.

We'll look forward to having your reaction, and will understand if it takes a little time to formulate a proposal.

Sincerely,

Harry J. Skornia
Executive Director

HJS/dfe
CC: Kenneth Wright, ETRC
Anna Hyer, DAVI
Burton Paulu, NAEB President
Robert Underwood, NAEB Network Manager
Enclosure: 1957-1959 ETRC-NAEB Grant-in-Aid Brochure

DAVI

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

Officers and National Delegates
ROBERT deKIEFFER, President
Director, Bureau of Audio-Visual Instruction, University of Colorado

CHARLES F. SCHULLER, Vice-President
Director, Audio-Visual Center, Michigan State University

L. C. LARSON, Past President
Director, Audio-Visual Center, Indiana University

WALTER S. BELL
Director, Audio-Visual Education, Atlanta (Ga.) Public Schools

LEE W. COCHRAN
Executive Assistant, Extension Division, State University of Iowa

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

JAMES D. FINN
Professor of Education, University of Southern California

ELIZABETH GOLTERMAN
Director, Division of Audio-Visual Education, St. Louis Public Schools

J. J. McPHERSON
Director, Audio-Visual Materials Consultation Bureau, Wayne State University

MENDEL SHERMAN
Associate in Utilization and Research, Audio-Visual Center, Indiana University

ERNEST TIEMANN
Director, Visual Instruction Bureau, University of Texas

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff
FLOYDE E. BROOKER
Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Administrative Assistant

MARY C. WELCH
Administrative Assistant

Audio Visual Communication Review
WILLIAM H. ALLEN, Editor
System Development Division, The RAND Corporation 2500 Colorado Avenue, Santa Monica, Calif.

September 30, 1957

Mr. Robert Underwood
Network Manager
University of Illinois
Urbana, Illinois

Dear Mr. Underwood:

You have probably, by now, seen and heard of the effectiveness of the DAVI-NAEB (formerly DAVI-AERT) program in establishing a National Educational Tape Repository. Life (August 19, 1957) added to the effectiveness by informing people about this program.

We are now attempting to make selections of programs to be included in the supplement to the Second Edition of the National Tape Catalog. We are extremely well pleased with the caliber of program materials that are being offered to the national service.

Do you have any programs or series of programs which you would like to make available for this project? Do you know of other institutions or organizations we should contact for outstanding recorded material?

Dr. Anna Hyer has so much work to do this fall that I have volunteered to assume this responsibility.

We would appreciate an early reply since the plans are to get the catalog to press by the middle of November.

Sincerely yours,

Ralph H. Hall

Ralph H. Hall
Chairman, Radio-Recording
Committee, DAVI*NAEB

RHH;mal

Enclosures 3

Reply to: Audio Visual Center
Kent State University
Kent, Ohio

EVALUATION FORM

for

Determining Suitability of Educationally Produced Tape Recordings for Inclusion in a National Tape Catalog

General Suitability

1. Will the content be of permanent value?

2. Does the program have wide and general appeal rather than appeal to a special group or section of the United States?

3. Does the recording meet educational needs?

4. Is the program free of objectionable advertising or announcements of only local interest?

Content Suitability

5. Will the program attract and hold its intended audience?

6. Does the program accomplish what it sets out to accomplish?

7. Will this recording stimulate active participation among listeners?

8. Is the program distinguished by a high concern for integrity of content?

9. Does the recording stress simplicity in both writing and presentation?

10. Is the program properly paced for group listening?

11. Is the content geared to the level of ability and maturity of a specific audience in content, ideas, vocabulary, pacing, and the like?

Technical Suitability

12. Is the sound quality intelligible and pleasing?

13. Does the recording avoid using too many voices?

14. Does the recording have enough variety?

15. Is the level of the musical background such that it does not interfere with the spoken commentary?

16. Do the sound effects add rather than detract from the program?

INFORMATION SHEET

Participation in DAVI-AERT Tape Recording Project - 1955

1. We have tape programs which meet the evaluative criteria and which we plan to submit for use in the National Tape Recording Catalog. Yes No (Circle one)

2. I estimate that I will submit ____ (number) of series' titles, which will include about ____ (number) of individual programs.

3. I will prepare and submit to the National Tape Repository by September 1 a master tape for each program accepted by the committee. Yes No (Circle one)

4. Tape for the masters (Check one):

   a. I can furnish the tape for the masters. ____
   b. I can prepare the masters but must receive replacement tape within three months. ____
   c. I cannot make masters until I receive replacement tape. ____

5. I suggest that you contact the following organizations in my state concerning possible tape programs for the national project:

6. Comments on the operation of the project last year:

Name _____

Title _____

Address _____

_____

Return to: [redacted]

Ralph H. Hall

AUDIO-VISUAL CENTER
KENT STATE UNIVERSITY
KENT, OHIO

National Tape Recording Catalog

Second Edition

Catalog

The National Tape Recording Catalog, second edition (December 1956), contains information on 86 series composed of 1059 individual programs which are recorded on magnetic tape and available for re-recording for educational purposes. This Catalog includes information on programs carried in the 1954 Catalog and the 1955 Supplement as well as 260 new programs made available recently.

The catalog contains:

- An alphabetical listing with the following information on each program: Type of program, age level suitability, content description, producer, and, if any, the broadcast restrictions, presence of local "openers" and "closers," and related teaching materials
- A subject index
- Instructions for ordering programs from the National Tape Repository
- A list of state tape recording libraries.

Re-recording Service

Masters of all the programs listed in the National Tape Recording Catalog have been deposited in a National Tape Repository at Kent State University, Kent, Ohio. Copies of any program in the National Tape Recording Catalog may be obtained from this repository. A charge of 50 cents is made for re-recording programs 15 minutes or less in length and $1 for programs running from 16 to 30 minutes.

Order catalog from:

DEPARTMENT OF AUDIO-VISUAL INSTRUCTION
National Education Association
1201 Sixteenth Street, N. W.
Washington 6, D. C.

Single Copies
$1.00

Discounts: 2-9 copies, 10%; over 10 copies, 20%. Orders of $1 or less *must* be accompanied by cash.

Project Sponsors

Department of Audio-Visual Instruction, National Educational Association
Association for Education by Radio-Television
Kent State University

Ralph H. Hall, *Chairman*, Radio and Recordings Committee

Gale R. Adkins
Garland C. Bagley
Harold W. Benda
Gertrude Broderick
Helen C. Griggs
Kathleen N. Lardie
Arnold E. Luce
Katherine Matchett
Elizabeth Noel
Elizabeth Patapoff
Charles Schuller
Harry Skornia
Kelsey B. Sweatt
Elain Tucker

Announcing

Second Edition

National Tape Recording Catalog

DAVI

November 18, 1957

Mr. Ralph H. Hall
Chairman, Radio & Recordings
Committee, DAVI-NAEB
1201 Sixteenth Street Northwest
Washington 6, D.C.

Dear Ralph:

Not trying to weasel out, and wish I could give you a firm "yes" re April 21. It now looks as if I could.

But we've got some 10 Seminars and Regional meetings to hold before June 30, with most dates not yet set. Can I let you know later? I'd surely like to !

Sincerely,

Harry J. Skornia
Executive Director

HJS:jw

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

November 5, 1957

RECEIVED
NAEB HEADQUARTERS

Officers and National Delegates
ROBERT deKIEFFER, President
Director, Bureau of Audio-Visual Instruction, University of Colorado

CHARLES F. SCHULLER, Vice-President
Director, Audio-Visual Center, Michigan State University

L. C. LARSON, Past President
Director, Audio-Visual Center, Indiana University

WALTER S. BELL
Director, Audio-Visual Education, Atlanta (Ga.) Public Schools

LEE W. COCHRAN
Executive Assistant, Extension Division, State University of Iowa

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

JAMES D. FINN
Professor of Education, University of Southern California

ELIZABETH GOLTERMAN
Director, Division of Audio-Visual Education, St. Louis Public Schools

J. J. McPHERSON
Director, Audio-Visual Materials Consultation Bureau, Wayne State University

MENDEL SHERMAN
Associate in Utilization and Research, Audio-Visual Center, Indiana University

ERNEST TIEMANN
Director, Visual Instruction Bureau, University of Texas

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff
FLOYDE E. BROOKER
Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Administrative Assistant

MARY C. WELCH
Administrative Assistant

Audio Visual Communication Review
WILLIAM H. ALLEN, Editor
System Development Division, The RAND Corporation 2500 Colorado Avenue, Santa Monica, Calif.

Mr. Harry Skornia
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Harry:

Enclosed you will find a copy of the letter being sent to all Radio & Recording committee members of DAVI-NAEB.

Could we prevail upon you to act as consultant at our meeting Monday morning, April 21?

We would like to have you assist in the open meeting by giving your ideas as a member of the panel. Other members would include Gerturde Broderick, Lee Campion, and Betty Girling.

We hope for an affirmative reply.

Sincerely,

Ralph/mal

Ralph H. Hall
Chairman, Radio & Recordings Committee, DAVI-NAEB

RHH:mal

Enclosure

KENT STATE UNIVERSITY

Kent, Ohio

November 5, 1957

From: Ralph H. Hall

To: Members of Radio and Recordings Committee, DAVI-NAEB

Subject: National Convention, Minneapolis, April 21-25

In setting up this year's DAVI convention format, Mary Welch states that only the names of those committee members who are actually going to attend will be listed. Please designate, at once, your intentions so I may forward the list to her.

We have asked Mrs. Betty T. Girling, Director of Minnesota School of the Air, to act as consultant at our meeting the a.m. of April 21.

Following is a tentative agenda for our meeting:

1. The promotion of tape programs in our schools

2. Discussion of the availability of NAEB tape programs to the State and University tape service.

3. The promotion of National Tape Repository material

4. The sources and ways of obtaining materials for the National Repository

We hope the above items meet with your approval subject to any and all comment.

Sincerely,

Ralph H. Hall
Chairman, Radio & Recordings
Committee, DAVI-NAEB

DAVI

FOR INFORMATION OF Dr. Skornia

November 18, 1957

Mr. Ralph Hall, Coordinator
Audio-Visual Center
Kent State University
Kent, Ohio

Dear Mr. Hall:

This is with reference to your letter of November 1 to Dr. Skornia concerning the proposed agreement on radio grant-in-aid series. Thank you very much for your suggestions on our proposal of September 23.

I am enclosing a copy of a new proposal which incorporates your ideas and which I trust will be satisfactory to all parties. If I do not hear from either your or the Educational Television and Radio Center within the next two (2) weeks I will assume that the agreement is acceptable to all concerned.

Thank you very much for your help in this matter. I look forward to learning of your reactions to this latest proposal.

Sincerely,

Robert E. Underwood, Jr.
Network Manager

REU/dfc
Enclosure
CC: Dr. Burton Paulu, KUOM
Dr. Harry J. Skornia, NAEB
Mr. Kenneth Yourd, ETRC

Agreement between the Educational Television and Radio Center and Kent State University for handling of taped radio programs produced under grants made by the Educational Television and Radio Center:

1. Kent State University would be the exclusive distributor for non-broadcast purposes of all taped radio programs produced under grants from the Educational Television and Radio Center (except those excluded in writing by the Educational Television and Radio Center). The producer, the ETRC and the NAEB shall each also have the right to make its own distribution from time to time, when warranted by justifiable circumstances.
   A. Kent State University will charge their standard rate for distribution of duplicates to non-commercial, educational non-broadcast users.
   B. Kent State University will have the right and privilege to include any or all programs received in any catalog listing developed in cooperation with or through that (Kent State) University.
2. Kent State University will, at the time this agreement goes into effect, obtain one master tape of each taped radio program produced under a grant from the Educational Television and Radio Center. This master tape is to be retained by Kent State University as part of the permanent master tape library. These programs will be coded by Kent State University and a code listing made available to both the Educational Television and Radio Center and the National Association of Educational Broadcaster's Radio Network.

3. The Educational Television and Radio Center will furnish Kent State University with a list of the program organizations, the names of series and program titles, for each group of grants-in-aid at the time the grants are made beginning with the 1958 Grants-in-Aid for radio programs.

4. The Educational Television and Radio Center will encourage all future producers of grant-in-aid radio programs to clear such programs for noncommercial, non-broadcast use, but will not guarantee Kent State University that such rights have been obtained. Kent State University, by correspondence directly with each organization which produced a radio grant series, should then assure itself that the rights clearances are sufficient for its purposes.

5. The NAEB Radio Network will provide Kent State University with one complete set of tapes for each radio grant-in-aid series covered under this agreement. These tapes are to be sent immediately after duplication of the tapes has been accomplished by the NAEB Radio Network for its purposes. Kent State University will then have the right to make a duplicate of each tape for its purposes; when this is accomplished Kent State University will return the original master tapes to the NAEB Radio Network.

6. Kent State University will submit an annual report to the Educational Television and Radio Center containing the number of master programs in the collection; number duplications made of each program since the previous report; advertising or other publicity carried on in regards to the programs; and number of previews requested.

7. Any areas not specifically covered in this agreement must be submitted to both parties and agreement reached. A letter of proposal and of agreement will be sufficient to be binding on both parties.

REU/dfc
11/18/57

DAVI

COPY

Sent for the information of

Harry J. Skornia

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 GREGORY HALL
URBANA, ILLINOIS

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

November 26, 1957

Mr. Robert E. Underwood
NAEB Headquarters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Bob:

I have been looking over the proposed November 18th draft of the agreement between the NAEB and Kent State. Here are a few reactions.

I would suggest rephrasing the first paragraph as follows (additions or alterations are underlined for quick spotting):

"1. Kent State University would be the exclusive distributor (other than as indicated below) for non-broadcast purposes of all taped radio programs produced under grants from the Educational Television and Radio Center (except those excluded in writing by the Educational Television and Radio Center or the National Association of Educational Broadcasters). The producer, the ETRC and the NAEB shall each also have the right to make its own distribution from time to time, when warranted by justifiable circumstances."

I should assume that "Kent State University" is singular; if so, then 1A should read "Kent State University will charge its...."

I am not quite clear as to need for point 1B. Why should they list any programs in their catalog except those which they distribute? And don't the other sections of this agreement indicate which of our programs they can distribute? This I think should be sharpened up or omitted.

In paragraph 2, reference is made to the fact that the programs will be "coded" by Kent State University. Here again I am not quite clear as to the purpose of the statement. Why do we care whether or not they are "coded"?

In item 6 on page 2, I should think we would want Kent State to report to NAEB as well as to the ETRC.

Item 7 is not clear. It reads: "Any areas not specifically covered in this agreement must be submitted to both parties and agreement reached." Literally construed, this would mean that anything anywhere not covered by this agreement (and that's an awful lot!) must be made the subject subsequent agreements between both parties. I assume that what is meant here is that matters pertaining to the distribution of ETRC and NAEB programs by Kent State which are not specifically covered by this agreement will have to be made the subject of separate negotiations; this is not clearly stated.

I hope that my observations will make sense and that they are helpful. It is natural that someone as close to this as you are should assume certain things to be understood. I think one of the best roles those of us a little further removed can contribute, is to point out wherein the agreement may be indefinite.

Yours sincerely,

Burton Paulu
President

BP:kls
CC: Harry J. Skornia

FOR INFORMATION OF Dr. Skornia Davi

December 4, 1957

Mr. Ralph H. Hall
Audio Visual Center
Kent State University
Kent, Ohio

Dear Mr. Hall:

Upon the recommendations of NAEB President Burton Paulu I have made some minor changes in the November 18 proposal and am enclosing a new copy of the proposal for your approval. I trust you will not find this latest agreement unsatisfactory.

Under paragraph three (3) of the agreement we will begin this program with the 1958 grants-in-aid for radio. These grants have been made by the Educational Television and Radio Center, and they should furnish to you the information required in paragraph three (3). It is my understanding that the tapes of these series are to be in our hands around the middle of 1958.

If you have any additional comments on the agreement, please let me know. I am sending copies of the new proposal to all parties.

Sincerely,

Robert E. Underwood, Jr.
Network Manager

REU/dfc
CC: Burton Paulu, NAEB
Harry Skornia, NAEB
Kenneth Yourd, ETRC

FOR INFORMATION OF Dr. Harry Skornia

December 4, 1957

Dr. Burton Paulu
Station KUOM
University of Minnesota
Minneapolis, Minnesota

Dear Burton:

In connection with your letter of November 26 I am enclosing a copy of the new proposal plus my letter to Mr. Hall regarding initiation of the program.

I have made the changes you indicated with the exception of those concerning paragraphs 1B and 2. These paragraphs were in the original proposal made by Kent State, and it appears to me that they wish to make clear to the Center exactly what procedure they (Kent State) will follow in handling distribution of the tapes. Thus, I have retained those paragraphs since their inclusion apparently will make Kent State happy and produce no danger to us.

I will be happy to hear any additional comments you may make.

Sincerely,

Robert E. Underwood, Jr.
Network Manager

REU/dfc
CC: Harry Skornia

Agreement between the Educational Television and Radio Center and Kent State University for handling of taped radio programs produced under grants made by the Educational Television and Radio Center:

1. Kent State University would be the exclusive distributor (other than as indicated below) for non-broadcast purposes of all taped radio programs produced under grants from the Educational Television and Radio Center (except those excluded in writing by the Educational Television and Radio Center or the National Association of Educational Broadcasters). The producer, the ETRC and the NAEB shall each also have the right to make its own distribution from time to time, when warranted by justifiable circumstances.

   A. Kent State University will charge its standard rate for distribution of duplicates to non-commercial, educational non-broadcast users.

   B. Kent State University will have the right and privilege to include any or all programs received in any catalog listing developed in cooperation with or through that (Kent State) University.

2. Kent State University will, at the time this agreement goes into effect, obtain one master tape of each taped radio program produced under a grant from the Educational Television and Radio Center. This master tape is to be retained by Kent State University as part of the permanent master tape library. These programs will be coded by Kent State University and a code listing made available to both the Educational Television and Radio Center and the National Association of Educational Broadcaster's Radio Network

3. The Educational Television and Radio Center will furnish Kent State University with a list of the program organizations, the names of series and program titles, for each group of grants-in-aid at the time the grants are made beginning with the 1958 Grants-in-Aid for radio programs.

4. The Educational Television and Radio Center will encourage all future producers of grant-in-aid radio programs to clear such programs for noncommercial, non-broadcast use, but will not guarantee Kent State University that such rights have been obtained. Kent State University, by correspondence directly with each organization which produced a radio grant series, should then assure itself that the rights clearances are sufficient for its purposes.

5. The NAEB Radio Network will provide Kent State University with one complete set of tapes for each radio grant-in-aid series covered under this agreement. These tapes are to be sent immediately after duplication of the tapes has been accomplished by the NAEB Radio Network for its purposes. Kent State University will then have the right to make a duplicate of each tape for its purposes; when this is accomplished Kent State University will return the original master tapes to the NAEB Radio Network.

6. Kent State University will submit an annual report to the Educational Television and Radio Center and the National Association of Educational Broadcasters containing the number of master programs in the collection; number of duplications made of each program since the previous report; advertising or other publicity carried on in regards to the programs; and number of previews requested.

7. Any areas not specifically covered in this agreement pertaining to the distribution of taped radio programs produced under grants from the Educational Television and Radio Center in cooperation with the National Association of Educational Broadcasters must be submitted to all parties and agreement reached. A letter of proposal and of agreement will be sufficient to be binding on all parties.

REU/dfc
12/4/57

December 4, 1957

Mr. Ralph H. Hall
Audio Visual Center
Kent State University
Kent, Ohio

Dear Mr. Hall:

Upon the recommendations of NAEB President Burton Paulu I have made some minor changes in the November 18 proposal and am enclosing a new copy of the proposal for your approval. I trust you will not find this latest agreement unsatisfactory.

Under paragraph three (3) of the agreement we will begin this program with the 1958 grants-in-aid for radio. These grants have been made by the Educational Television and Radio Center, and they should furnish to you the information required in paragraph three (3). It is my understanding that the tapes of these series are to be in our hands around the middle of 1958.

If you have any additional comments on the agreement, please let me know. I am sending copies of the new proposal to all parties.

Sincerely,

Robert E. Underwood, Jr.
Network Manager

REU/dfc
CC: Burton Paulu, NAEB
Harry Skornia, NAEB
Kenneth Yourd, ETRC

Agreement between the Educational Television and Radio Center and Kent State University for handling of taped radio programs produced under grants made by the Educational Television and Radio Center:

1. Kent State University would be the exclusive distributor (other than as indicated below) for non-broadcast purposes of all taped radio programs produced under grants from the Educational Television and Radio Center (except those excluded in writing by the Educational Television and Radio Center or the National Association of Educational Broadcasters). The producer, the ETRC and the NAEB shall each also have the right to make its own distribution from time to time, when warranted by justifiable circumstances.
   A. Kent State University will charge its standard rate for distribution of duplicates to non-commercial, educational non-broadcast users.
   B. Kent State University will have the right and privilege to include any or all programs received in any catalog listing developed in cooperation with or through that (Kent State) University.
2. Kent State University will, at the time this agreement goes into effect, obtain one master tape of each taped radio program produced under a grant from the Educational Television and Radio Center. This master tape is to be retained by Kent State University as part of the permanent master tape library. These programs will be coded by Kent State University and a code listing made available to both the Educational Television and Radio Center and the National Association of Educational Broadcaster's Radio Network

3. The Educational Television and Radio Center will furnish Kent State University with a list of the program organizations, the names of series and program titles, for each group of grants-in-aid at the time the grants are made beginning with the 1958 Grants-in-Aid for radio programs.

4. The Educational Television and Radio Center will encourage all future producers of grant-in-aid radio programs to clear such programs for noncommercial, non-broadcast use, but will not guarantee Kent State University that such rights have been obtained. Kent State University, by correspondence directly with each organization which produced a radio grant series, should then assure itself that the rights clearances are sufficient for its purposes.

5. The NAEB Radio Network will provide Kent State University with one complete set of tapes for each radio grant-in-aid series covered under this agreement. These tapes are to be sent immediately after duplication of the tapes has been accomplished by the NAEB Radio Network for its purposes. Kent State University will then have the right to make a duplicate of each tape for its purposes; when this is accomplished Kent State University will return the original master tapes to the NAEB Radio Network.

6. Kent State University will submit an annual report to the Educational Television and Radio Center and the National Association of Educational Broadcasters containing the number of master programs in the collection; number of duplications made of each program since the previous report; advertising or other publicity carried on in regards to the programs; and number of previews requested.

7. Any areas not specifically covered in this agreement pertaining to the distribution of taped radio programs produced under grants from the Educational Television and Radio Center in cooperation with the National Association of Educational Broadcasters must be submitted to all parties and agreement reached. A letter of proposal and of agreement will be sufficient to be binding on all parties.

REU/dfc
12/4/57

KENT STATE UNIVERSITY
KENT, OHIO

December 2, 1957

RECEIVED
NAEB HEADQUARTERS

Mr. Robert E. Underwood, Jr.
Network Manager, NAEB
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Mr. Underwood:

The proposal of November 18 looks good and is satisfactory from our standpoint.

If this is acceptable on the part of ETRC, when do you think we can start to function under it?

We are ready.

Sincerely yours,

Ralph H. Hall

Ralph H. Hall
Audio Visual Center

RHH:mal

DAVI

December 17, 1957

Mr. Ralph H. Hall, Coordinator
Audio-Visual Center
Kent State University
Kent, Ohio

Dear Ralph:

Sorry, I've been at meetings all but two days this month, until today.

Actually I think the topic you mention could be commented on too briefly to justify my coming. Whether we like it or not, we are only a network of member stations --- though we meet occasional other requests for tapes, usually from member institutions. I'm afraid my contribution would be so lame and inadequate that it would hardly justify my either speaking or leading such a session. Bob Underwood, our Network Manager, feels about the same way about it.

I'm rather surprised usually to find us listed in such capacities in view of the fact that we in the NAEB devote most of our energies to ETV and educational radio at the educational philosophy, research and professional advancement levels. With the demand for our participation in areas we are equipped to speak intelligently in already so great, I don't believe we could justify my trip and time for the panel you mention.

This is not to say it's not important. But with only four of "us boys" here, including Network Manager and TV Engineer, we're so blasted busy with so many other things I thought I should be frank. I hope you understand.

Cordially,

Harry J. Skornia
Executive Director

HJS/dfc
CC: Burton Paulu

Department of Audio-Visual Instruction

NATIONAL EDUCATION ASSOCIATION

1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

Officers and National Delegates

ROBERT deKIEFFER, President
Director, Bureau of Audio-Visual Instruction, University of Colorado

CHARLES F. SCHULLER, Vice-President
Director, Audio-Visual Center, Michigan State University

L. C. LARSON, Past President
Director, Audio-Visual Center, Indiana University

WALTER S. BELL
Director, Audio-Visual Education, Atlanta (Ga.) Public Schools

LEE W. COCHRAN
Executive Assistant, Extension Division, State University of Iowa

MARGARET W. DIVIZIA
Supervisor, Audio-Visual Section, Los Angeles City Schools

JAMES D. FINN
Professor of Education, University of Southern California

ELIZABETH GOLTERMAN
Director, Division of Audio-Visual Education, St. Louis Public Schools

J. J. McPHERSON
Director, Audio-Visual Materials Consultation Bureau, Wayne State University

MENDEL SHERMAN
Associate in Utilization and Research, Audio-Visual Center, Indiana University

ERNEST TIEMANN
Director, Visual Instruction Bureau, University of Texas

PAUL W. F. WITT
Professor of Education, Teachers College, Columbia University

National Staff

FLOYDE E. BROOKER
Executive Secretary

ANNA L. HYER
Associate Executive Secretary

FLORENCE IH-CHI FAN
Administrative Assistant

MARY C. WELCH
Administrative Assistant

December 2, 1957

RECEIVED
NAEB HEADQUARTERS
DEC 3 1957

Audio Visual Communication Review
WILLIAM H. ALLEN, Editor
System Development Division, The RAND Corporation 2500 Colorado Avenue, Santa Monica, Calif.

Mr. Harry Skornia
Executive Director
National Association of Education Broadcaster
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Harry,

Would you head the discussion at the Radio and Recording session on the topic "Discussion of the Availability of N.A.E.B. tape programs to the State and University tape service"?

If there is anyone else you would like to have assist you, let us know.

Sincerely,

Dave/mal

Ralph H. Hall
by
Dave Prosser
Program Chairman

DP:mal

P.S. We will keep in mind your letter of November 18. Still hope you can make it.

cc: Kitty Welch

DAVI

December 18, 1957

Dr. Anna Hyer
Associate Executive Secretary
Department of Audio-Visual Instruction
National Education Association
1201 Sixteenth Street, N.W.
Washington 6, D. C.

Dear Ann:

I imagine I'm 'way late, but just learned of your various new jobs! They're in excellent hands, Ann, and we wish you every success.

If things are popping there as fast as here, you'll (continue to) be a mighty busy lady. More power to you.

Sincerely,

Harry J. Skornia
Executive Director

HJS/dfc